

YOU GROW FIRST

**Tips for Advancing
Your Business
Through
Self-Development**

Idan Shpizear



A Note from the Author

In my long journey from penniless young man to the founder and CEO of one of the fastest growing franchises in the United States, I learned a lot about what it takes to build a thriving company and create a fulfilling life. Thanks to many missteps and the guidance of people far wiser than me, I now have a lot of insight to share with a new generation of budding entrepreneurs. And the absolute best piece of advice I can offer you is this:

Make a fierce and immediate commitment to ongoing personal development.

Your company's success—or lack of success—is directly connected to who you are as a human being. Your mentality, attitude, and commitment determine how your team works together, how quickly your business grows, and how much you can achieve over the long term.

Above all, your mindset decides whether you enjoy a deeply fulfilling career or an exhausting, monotonous slog in pursuit of wealth.

This free ebook is a big-picture introduction to the ideas and practices that helped me build 911 Restoration into the ever-expanding company it is today. If you'd like to take a deeper dive into the world of self-development, I invite you to check out my book [*How to Transform Your Mindset and Become a Self-Made Success Story*](#). You can also find daily tips and expand your professional community in the [Get Out of the Truck Facebook group](#). And be sure to follow Get Out of the Truck on [Facebook](#), [LinkedIn](#), and [our website](#) so you don't miss any new educational resources or practical tools.

Business ownership is a bold undertaking. The life of an entrepreneur can be fulfilling, but it's never easy. My team and I are always here to offer guidance, solutions, and camaraderie. Please let us know how we can be of service to you.

—Idan

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Be—Create—Expand:

A Short Guide to Designing a Career on Your Terms

Do you love your job enough to do it for free?

Probably not, right? Most people don't. For most people, a career is a duty or a means to an end. Sure, you might occasionally run into someone who gushes, "I can't believe I get paid for this!"

And you might feel a strong impulse to deck that person.

The truth is, that person knows how to build a life. This idea that work is a responsibility we all just have to push through . . . it's a myth. And it's a myth that exists for one very stupid reason:

Most people design a life based on what they want to **gain** instead of what they want to **create**.

Now, I'm not talking about greed. Or at least, I'm not *only* talking about greed. There are a lot of reasons people allow money to drive their decisions. They want security. They want proof of their value. They want to provide for their family. There's nothing wrong with wanting these things.

The problem is that people believe they have limited options when it comes to building a happy and sustainable life. And that belief leads to years of regret and frustration.

The Worst Way to Build a Life

Let's take a look at the process that guides many people's career choices.

A young person looks ahead to the future and thinks, "I want to have a nice house, a nice car, and two vacations a year. What career pays well enough for me to achieve this life?"

He comes up with only a handful of possibilities and settles on becoming a lawyer. He spends six years in school, works as an intern, passes the bar, and gets a job at a firm.

The rest of his life plays out in one of three ways.

1. He realizes he hates the work. This career isn't the right fit for him. He returns to his list of profitable careers and picks a different one. The process repeats itself.
2. He realizes he hates the work. But he came this far, and he doesn't want the massive expense of law school to be wasted money. Besides, most people hate their jobs, right? He decides to grin and bear it for the next few decades. He drinks a lot to dull the pain and avoid thinking about his unhappiness.
3. He's lucky. It just so happens that this "practical" career path is right for him. He loves what he does. He finds meaning in it.

Result #3 is incredibly rare. It's far more common to wind up slumped over your desk at 9:00 p.m., wondering how you wound up shuffling through this joyless existence . . . wondering how it's possible that you did everything right—got the degree, secured the good job, bought the house—and you still feel lost and unfulfilled.

Society tells you this feeling is unavoidable. Life is hard. Work is hard. Success is measured in what you earn and what you can provide to your family. Pursuing a passion is irresponsible, selfish, and foolish.

As the theory goes, you can do what you love *or* you can be a good and productive person. You can't have it both ways.

That's a lie.

Be—Create—Expand:

Find Fulfillment and Give More

Let's clear this up right now:

Doing what you love is the most effective way to contribute something meaningful to your profession, your loved ones, and the world.

And despite common “wisdom,” following your heart is not a sure path to failure.

Look at this way. You spend a huge chunk of your life at work. If your career makes you anxious or depressed, how productive can you really be? Even if you're bringing home a substantial paycheck, are your spouse and children enjoying their two vacations a year with a provider who often feels empty and lost? And what about you? Do you really want to spend the only life you have on work that means nothing to you?

Throw the old method away. Set aside all thoughts about what's practical, how much money you want to make, or what you hope to one day own. Instead, think about what you're good at and what you would actually enjoy doing day in and day out for the majority of your life.

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When you start from here, you set out on an important journey that I call “Be —Create—Expand.”



Be: Get to know yourself as you are. Set aside thoughts about who you should be or who you wish you were. Instead, take note of what you love, what you value, what you’re good at, and where your weaknesses are.



Create: Develop your strengths into skills. Then master those skills and build a life around them.



Expand: Enjoy your new life . . . this place of fulfillment and emotional strength. Find meaning in your career. Explore new ways to grow your career and nurture those around you through the work you do.

All that stuff you’re worried about now—income, financial growth, stability—it comes naturally through this process. When you love what you do, you enjoy the work of learning and improving. You connect to a deeper meaning behind your work, which makes your professional value clearer to yourself and to those around you. People want to work with you and you gain a reputation for excellence.

So, how do you make this happen?



How to Change Your Life in Three Easy Steps

I'm kidding. This won't be easy. It also won't be fast. But at least the journey is simple to understand . . . and completely worth it.



#1: Be

Find out who you are. And start by recognizing that your current sense of identity is not based on your true self, but on outside influences . . .

. . . like your fears. Your bad experiences. Values and beliefs passed down to you by your parents. Limitations others have imposed on you. These things all give you an inaccurate picture of who you truly are and what you're capable of.

In this stage of the process, you need to strip away all these false definitions. And how do you do that?

Well, you already know the best way to get another person, right? It's through real, one-on-one conversation. Make the time and space to share this kind of intimacy with yourself. Don't be afraid to spend an afternoon, a day, or even a weekend alone. Ask yourself the same questions you'd ask someone you were trying to connect with on a deeper level.

“How do you see yourself? What do you value? What are you afraid of and where does that fear come from? If you could do anything with no risk of failure, what would it be?”

In order to connect with your true self, you have to lose yourself . . . strip away the person you thought you were and quiet old thoughts so you can hear the whispering within. For a great place to start, try this practice I've been doing for years.

Every night, before I fall asleep, I list the things I am not.

I am not my business. I am not the material things I own. I'm not my neighbor's opinion of me.

You get the idea. Once you step away from all the things you are not, what's left. Who are you?



#2: Create

In this phase, you build on your new self-knowledge to create the life you want. This could mean starting a new career path, finding new direction within your old path, or even just developing the skills that will help you make a change later on.

When you know who you are, what you want, and where your strengths lie, your entire approach to life changes. You move toward growth in both your career and your personal life. You work harder to learn and master those skills that are important to you.

Above all, you see the meaning in your actions. Your job is no longer just a job. Your chores are not just chores. They are all tasks that contribute to your larger goal of contributing to the world the people you love.

It's in this phase that you begin to understand what you've been missing. You experience new happiness that stems from better relationships and personal growth. Financial gain no longer seems so important.

When you know who you are, what you want, and where your strengths lie, your entire approach to life changes.



#3: Expand

You know who you are. You've rebuilt your life around this understanding. Now you let your chosen path widen to serve others as well as yourself.

Start noticing the power you have to improve the world just by doing what you love. Feel that transformation within yourself. You don't care about the money anymore. You've found joy by following your passion and sharing your gift with others.

The incredible part is that when you live life this way, the money comes. Your skills and passion make you the kind of person everyone wants to work with. And your curiosity and desire to grow ensure long-term mastery of your field.

I'll admit this process is easier to describe in writing than it is to live out in life. But the challenges that await you on your journey of growth are more than worth the reward you discover in the end.

What is that reward?

A life driven by the true desires of your soul and not by the imagined burdens of your mind.



Commanding Your Imagination: How to Replace Fear with Possibility

Todd knew things couldn't go on like this much longer. Kyle, his sales manager, had dropped the ball one too many times. Their close ratio was down, customer reviews claimed it took too long to get a call back, and Todd could tell Kyle's attitude had gone from can-do to won't-do. It was time to have a serious conversation for the sake of the business. But Todd wasn't looking forward to it.

He was convinced Kyle would get defensive. Kyle would say he'd been with the company for over a decade and deserved a little respect. Maybe he would claim that he was underpaid or would threaten to leave. Todd didn't want to fire Kyle, but in his mind, this conversation about performance would be the first step on the journey to a broken business relationship.

By the time Kyle walked into Todd's office, the air was already thick with dread. Kyle saw Todd's face twisted in frustration, noticed the way Todd sighed heavily as both men sat down, and took these observations as a warning he'd just walked into a confrontation. A feeling of defensiveness welled up in Kyle's gut before Todd even began to speak.

And just like that, the meeting was doomed for failure . . . all because Todd had misused his most powerful tool:

Imagination.

Your Imagination is Your Greatest Gift. Use it Wisely.

We've all been in Todd's shoes. Whether it's a tough meeting at work or conflict at home, every new challenge or opportunity sends the human imagination into overdrive. Before you know it, you're convinced you know the way a scene will play out . . . and you've completely forgotten that this "inevitable" outcome is something *you* invented out of thin air.

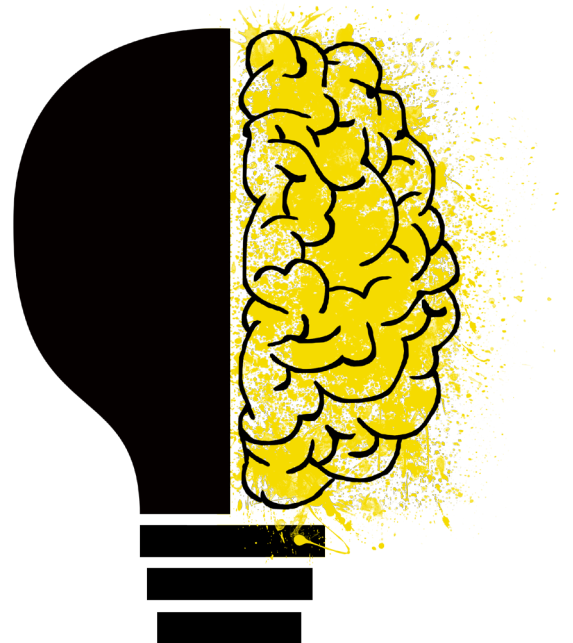
Imagination is one of the most powerful gifts we have as human beings. No other species has the ability to see something that doesn't exist yet. That talent is ours alone. And because your imagination helps you see the unseeable, it can be a powerful guide as you chase down new opportunities. You have the power to envision the life you want and imagine the road you must travel to get there.

So what does this have to do with Todd and Kyle's doomed meeting?

Well, Todd is a prime example of being controlled by your imagination when it should be the other way around. The tricky thing about your imagination is that it's running all the time, even when you're not thinking about it. You envision how fun your vacation will be, how busy your day will be, even how easy it would be to order in instead of cooking tonight. You are constantly predicting outcomes, whether it's to evaluate your options, brace yourself against your fears, or distract from the here-and-now. And because your imagination is just doing its thing on autopilot, it often controls you rather than you controlling it.

You allow old fears to color your expectations. Terrible past experiences turn into inevitable future outcomes. And that's exactly what happened to Todd. There are an infinite number of ways his meeting with Kyle could have gone. But he chose to fixate on *one*. His imagination suggested that this conversation would be contentious. He went in on the defensive, giving up control of the outcome before the meeting even began.

It doesn't have to be that way.



Command Your Imagination, Discover New Options

First, let me be clear:

This is not about manifesting what you want from the outcome by thinking positive thoughts. This is about training your imagination to guide you toward choices that help you create what you want . . . instead of constantly defending yourself against what you fear.

Plenty of things in your life are out of your control. But if you start every day by imagining what's possible, you train your imagination to look for new avenues even when you run into roadblocks.

Let's say Todd took the time to deliberately envision a successful meeting with Kyle. Let's say he imagined himself communicating his concerns clearly, giving space for Kyle to share his perspective, and deciding on a mutually satisfactory path forward. Not only would Todd start the meeting on a more open and positive note, but his imagination would be primed to keep reaching for that objective even if his worst fears came true.

- If Kyle got defensive, Todd might think to voice concern about the reasons behind Kyle's diminishing work ethic.
- If Kyle blamed someone else or ineffective company procedures, Todd might discover an opportunity to revisit and revise the current system.
- Even if Kyle overreacted and quit, Todd could refocus his imagination on the possibilities for growth with a more motivated sales manager.

If you start every day by imagining what's possible, you train your imagination to look for new avenues even when you run into roadblocks.

This system works in every aspect of your life, from the company you want to build to the relationships you want to nurture to the kind of day you want to have. The more you practice controlling your own vision, the more flexible and open your mind will be on those rare occasions when your worst fears actually do come true.

Here's a practical guide for getting started:

How to Practice Using Your Imagination for Success

In my own life, I have discovered that the more I learn to use the gift of imagination, the better I am at not only creating a life on my terms, but also adapting along the way. This all began by developing a skill for imagining a variety of scenarios for any situation. As I approached meetings, hiring decisions, and even conversations with my wife, I imagined a variety of possible outcomes. This trained my mind to be open and respond with flexibility and curiosity.

Here's how you can practice this skill for yourself.

Choose a situation in your future. It could be a client meeting, an outing with your kids, even a date.

Then, write down different scenarios for how that situation could play out.

For example, let's say you plan to take your kids to the park in the afternoon. A few possible scenarios would be:

- Everybody has a lot of fun and it's a great bonding experience.
- Your kids are moody because they wanted to stay inside and play video games, in which case, how do you find new opportunities to connect?
- One kid is having a great time and the other one has a bad attitude. Is this a growth opportunity for your child? Is there a compromise worth considering?

You get the idea. In the end, you're able to go into that afternoon with a sense of possibility. There are countless ways for you to connect with your kids, even if the day doesn't go the way you originally hoped. And now you have some ideas for adapting and making the most of every moment.

Now, it's very important that you write these scenarios down. It may not seem like it matters, but writing is essential because it focuses your mind on the task. It also allows you to see *on paper* that there are *many* outcomes available to you; you're not limited to the outcome you fear most.

I've said it so many times, but I'll say it again: you, as a human being, are filled with limitless potential. It all begins with your ability to envision the life you want and create transformation from challenges.

So go forth and imagine.

Discipline for the Undisciplined

Discipline is the foundation for success.

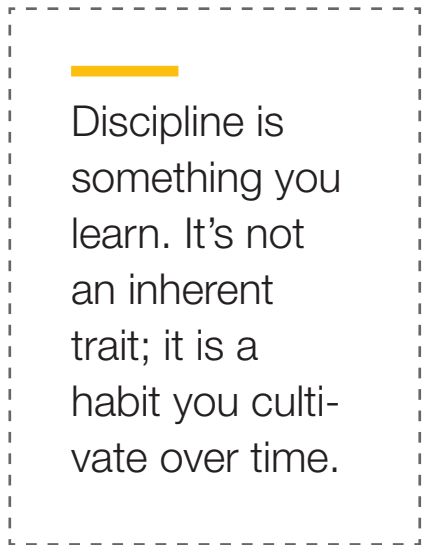
You probably don't need me to tell you that. You're probably well-aware that a consistent, deliberate routine of hard work and focus are key to achieving your goals.

But if you're like a lot of people, you've already dismissed "discipline" as a trait you just don't have. You were born without it. After all, if you were a naturally driven person, wouldn't you have reached your goals by now?

Here's what's wrong with that reasoning:

Discipline is something you learn. It's not an inherent trait; it is a habit you cultivate over time. Now, learning this skill isn't easy, and it isn't always comfortable, but it can change your life.

So, how do you get started?



Discipline is something you learn. It's not an inherent trait; it is a habit you cultivate over time.

First, understand what we are talking about when we talk about discipline.

When we think of someone who is disciplined, we tend to think of the most intimidating examples . . . soldiers who sleep four hours a night and push themselves to physical extremes during the day. Or Olympic athletes who have spent every free moment practicing their sports since the age of four.

While images like these serve as very inspiring examples of commitment and drive, all you need to consider right now is this definition:

Discipline is about committing to a routine that helps you direct your energy toward the goal that matters most to you.

That's it.

So, how do you determine the steps you need to take to achieve your goals?

Tony Robbins often says that “Success leaves clues.” In other words, look to those who have already accomplished the things you'd like to accomplish. Examine how they got where they are.

Let's say you want to build your roofing business into a nationwide franchise. When you research entrepreneurs who have already done this, you find that their path to success included things like:

- Studying role models in their field.
- Access to an inspiring mentor.
- An ongoing commitment to personal development.
- Relationships with other professionals who could help them out. So, what do *you* do?

You commit to a plan that includes:

- Studying the work of remarkable entrepreneurs.
- Connecting with a great mentor.
- Setting aside time to continuously develop as a person and enhance your professional skills.
- Networking and attending events that allow you to build relationships that could lead to new opportunities.

Seems easy, right? So why do so many of us struggle with discipline?



Cultivating discipline begins with changing your mentality.

Most likely, you grew up learning how to fit in.

In school, you were encouraged to focus on passing tests and repeat the answers you were taught. At home, you probably observed that your parents made do with whatever financial and emotional circumstances they were faced with, rather than pushing for more.

Ultimately, you were handed a specific definition of reality, and your job was to simply do your best within that box.

Discipline is difficult because your mind has been trained to make the most of what *is*, and discipline requires you to commit to what could be. It means betting on your vision for the future, and that's an incredibly difficult shift to make! A change like that requires courage, strategy, and faith in yourself.

So don't beat yourself up for not being a "disciplined person." But don't settle, either. Reinvent your mindset so you can create the life you deserve.

Here's how:

Start small and set yourself up for success.

First, take a moment to realize what you want for your life and what steps you need to take in order to get there.

Second—and this is important—don't launch into accomplishing all these steps immediately. It's too much. Even if you feel inspired and charged up today, you cannot cultivate the discipline of a soldier overnight. If you try, you'll fail, and once again you'll convince yourself that you are inherently undisciplined.

Instead, start developing self-discipline by establishing simple, easy-to-follow rules for yourself. Things like:

- Going to bed at a certain time.
- Waking up at a certain time.
- Drinking a glass of water first thing in the morning.

If you're eager to change your life, these miniscule changes may feel pointless. What does drinking water have to do with your entrepreneurial ambitions?

A lot more than you might think. These small steps train your mind. They work that all-important commitment muscle. You eventually discover a snowball effect. Each new rule becomes easier and quicker to adopt, and before you know it, you're all-in on the steps you need to take to make your dreams come true.

So, how do you decide which small rules to start with?

I encourage you to ask yourself two questions.

First: What three small things can I do every day to put myself in a great mood?

Your attitude has a huge influence on your ability to focus and commit to your goals.

When I wake up every morning, I spend three minutes in appreciation before I even get out of bed. I give myself a moment to lie still and think about the things I am grateful for, the things in my life and work are going well. By starting the day on a note of appreciation, I position myself in a positive mentality and remind myself that the work I've done to improve my life is already paying off.

What similar routine can you create for yourself?

Second: What three small things can I do every day to get closer to where I want to be?

One of the biggest mistakes you can make while working towards your goals is to try going from 0-100 . . . making major changes right away that are bound to fail because you're not ready to sustain that new routine.

Here's an example of what I mean:

I do a lot of mentoring and coaching for my franchisees. One of their biggest priorities is to build up their professional relationships. I advise them to do this by spending ten minutes a day connecting with other professionals on [LinkedIn](#) or in the [Get Out of the Truck Facebook group](#). That's it. Just ten minutes a day. Will they see huge results in the first month? Probably not. But after six months, they will have developed several new relationships and discovered new opportunities because they created a sustainable system for growing their network.

—
One of the biggest mistakes you can make while working towards your goals is to try going from 0-100.

Don't overwhelm yourself with one big change. Stack smaller changes.

You can be a Disciplined Person.

You can. Not only does the potential exist within you, but it's also easier than ever to develop any skill. We live in a world of unlimited tools and information. You can learn almost anything *for free*. In fact, [Get Out of the Truck](#) is constantly adding free tools and training materials to help you dream bigger and achieve more.

You are not limited by access to resources. You are not limited by your own potential. The only thing that limits you is your mentality.

[Begin retraining your mind today](#) and watch your life change for the better.

The Struggle is Real: Turn Your Greatest Challenge into Your Greatest Asset

Struggle can be paralyzing. Financial uncertainty, health problems, personal challenges . . . Whatever you're dealing with, the obstacles you face can make you feel small and powerless. Fear and anxiety creep in. You become convinced that this is life. This paralysis, this obstacle—this is your reality.

I can tell you this: the struggle is real. But it's not permanent. And you control how this challenge—whatever it is—defines your life.

I've thought about struggle a lot over the years because I've faced countless obstacles of my own. I've confronted major setbacks, creeping doubts, and seemingly impossible odds. Now, looking back over everything I've been through, I can clearly see that I got where I am today not because I pushed through the struggle, but because I learned from it. I embraced it. I let the experience show me how I was out of alignment with the person I wanted to become and what I needed to do to change that.

That same outcome is completely within your reach, too. The greatest challenge you face today is actually the key to your success down the road. You only need to understand how to transform your mindset from one of limitation to one of possibilities.

I know. It's easy enough for me to tell you to just "get a new perspective." It's another thing for you to summon a brand new outlook when you're lying awake at night, worrying about the bills or how to focus on your business in the midst of a personal loss.

Hang in there. Little by little, I'll help transform your perspective, transform the way you confront life's devastation, and transform your future.

First, let's clarify why we all struggle in the first place.

We're all dealt different hands in life. When it comes to family, stability, and health, some people are more fortunate than others. So why is struggle a universal truth?

The first thing to understand is that we all experience desire. We experience certain wants deep within our core. Each desire you have is driven by one part of your being:

- Your body has the desire to breathe, eat, and survive.
- Your mind has the desire to protect you, explore, and create.
- Your soul has the desire to Be, connect, and share.

When we can't fulfill these desires, we experience struggle. The more basic our unmet desire is, the harder the struggle will be.

So, you can see how easy it is to suffer, no matter who you are or what advantages you have in life. If you are alive and human, you *will* be up against major challenges.

The trick is to make the struggle work for you.

All too often, we mistake obstacles for limitations. We let our difficulties define our reality. We think of a failing business as nothing more than a failing business. We see a marriage on the rocks as a marriage on the rocks. We see a house in flames as a house in flames.



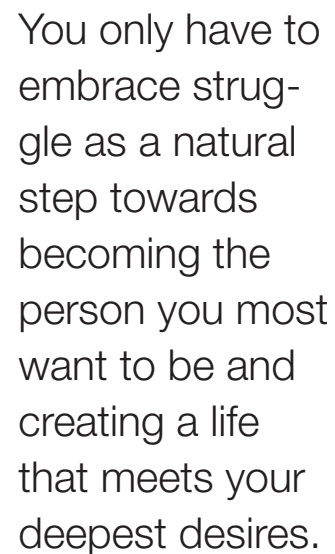
Not only does this perspective disregard your true potential (and trust me, you've got *tons* of potential), but it also denies the very nature of life.

Our world shows us in a million different ways that growth is inevitable, that all living things *have* to change in order to become what they were meant to be. Think of a seed. It's confined to a shell, sure, but is that the seed's entire reality? Absolutely not. With time and care, the seed breaks out from its shell and grows into a tree.

The same can be true for you. You only have to embrace struggle as a natural step towards becoming the person you most want to be and creating a life that meets your deepest desires. Confront the struggle head-on, let it hurt (because it's going to), and choose to find the possibilities in the challenge.

A struggling business can actually be a business on the verge of a game-changing transformation. A marriage on the rocks is really an opportunity for deeper intimacy. And by all means, grieve the loss of a house in flames, but remember that every challenge is a chance to rise from the ashes, better than before.

Of course, getting to this more optimistic frame of mind takes some work.



You only have to embrace struggle as a natural step towards becoming the person you most want to be and creating a life that meets your deepest desires.

Here are some practical steps for using struggle to your advantage.

1. Look at struggle as your change agent. What is this challenge telling you about yourself or your life? Are you out of alignment with your goals? This is your wake-up call.
2. Notice that everything around you changes. Every living thing is evolving, transforming, and rising to the challenge. Do what you have to do to join the game.
3. Now that you understand change is good for you, ask yourself what type of change you want to create. Start with who you want to *become* rather than

what you want to *have*. For example: “I want to become a positive person.” “I want to become an expert in my field.” “I want to help people grow.” Then, list the things you need to do to accomplish that.

- a. If you want to become a positive person, spend some time everyday doing things that help shift your attitude to a positive place, like watching positive videos on [YouTube](#).
 - b. If you want to become an expert in your field, set a goal to learn one new thing about your field every single day.
 - c. Remember: Change is difficult, so you want to keep these first steps super simple. Select a goal you know you can succeed at.
4. As challenges come up, ask yourself: “How would the person I want to become act in this situation?”
 5. Commit to 30 seconds of appreciation every morning. Appreciation is the fastest route to happiness, even in the more difficult seasons of life. Before you even get out of bed, choose 3 things that you are thankful for. Think about those things and feel them like you’re experiencing them at this moment.

No one’s life is easy all the way through. But when you face difficulty, you have two choices: You can let obstacles be roadblocks, or you can use those same challenges to become the person you want to become and live the life you want to live.

I know you have unlimited potential to thrive, even in the hardest of times. Believe that *yourself*, and you’ll be unstoppable.

How to Stop Believing Your Own Lies About Your Potential

Life is not working out the way you wanted, and you are certain you know why.

Business isn't great, and you're convinced it's because the competition has more money to spend on marketing.

You struggle to find meaningful friendships, but it's because you're a complicated person and no one really "gets" you.

You feel mistreated at work, but that's your cross to bear because you're a peaceful person who would never stoop to the level of conflict.

You want to know the problem with all these explanations? The problem is they're not true. These are the types of stories we tell ourselves in an effort to dodge challenging emotions and self-examination. These explanations protect us from the struggle of trying to rise above our circumstances.

But these stories also make you a constant victim of life instead of the *force* of life you were meant to be.

The truth is that you are a human being with immense potential. You have the ability to create the life you want. But the more you cling to these made-up excuses, the harder it is to change or improve in any meaningful way.

So how can you stop buying your own lies?

Understand why you tell these stories in the first place.

You may be thinking, “If I *could* rise above my current struggle, I would.” After all, no one wants to settle for less than the best, right?

Well, there are actually easy explanations for the limiting lies you tell yourself.

1

Your mind is protecting you from pain.

The truth is often painful, especially when it comes to the hard truths we need to confront in order to grow. For example, it’s easier to blame your failing business on your lack of resources than it is to examine your own shortcomings as a business owner.

2

You may have learned self-worth from your environment.

If your parents demonstrated low self-worth, it’s likely that you would have learned to navigate the world with the same perspective. Children absorb ideas like sponges, and if you learned early to focus on your limitations instead of believing in your potential, that perception has probably become a core value you’re not even aware of.

3

You’re actually conflicted about pursuing what you want.

Human beings are complicated. Sometimes you want an outcome *and* fear that outcome at the same time. Maybe, for example, you want to make a lot of money, but you struggle to see yourself as someone who *should* have a lot of money. Or maybe you want to fall in love and get married, but deep down, you don’t believe you actually deserve love.

No matter why you keep telling false stories about your life and potential, the result is always the same. You’ve given yourself a built-in excuse to avoid the uncomfortable emotions that come with pursuing your dreams. You either half-heartedly try to achieve something you don’t really believe you deserve, or you don’t even try at all. The stories you make up are holding you back from your true potential.

So how do you break free of the lies?

Take a critical look at the stories you tell yourself.

There is a way to stop the cycle of excuses and lies and finally be proactive. It's as simple as this:

1. Stop buying your own stories.
2. Understand that you have already won just by being here as a human being.
3. Recognize that all humans have an incredible potential to imagine and create. You are not as limited as you think you are.
4. Make a deliberate effort to change the way you use your mind. Your mind is a creation machine designed to solve problems and innovate. Use it for those purposes instead of replaying the victim story that has guided your life so far. Abandon that narrative. Start telling yourself stories about the possibilities.

If you still doubt that your own excuses are holding you back, I encourage you to try this simple exercise:

Think of all the things that aren't working right in your life. Write out your explanations for those disappointments. Why are you the way you are? Why is your life the way it is? Why do you make the choices you make or avoid the opportunities you avoid?

Save your story and read it again on different days over the next several weeks. You will begin to see that your self-explanation makes less sense than you thought it did. You'll start realizing how limiting and unhealthy your stories are. Most importantly, you'll get better at evaluating this kind of self-talk objectively, which frees you from buying into the lies.

And you'll see that when you discover the freedom to think beyond your stories, you can finally [transform into the person you always wanted to become](#).



Earn What You're *Actually* Worth

You know the market value of your service is higher than what you actually make. You have colleagues who perform the exact same work but earn more than you. They're living the kind of life you still only dream about. Why are they excelling while you barely inch forward?

If you're like a lot of entrepreneurs, you assume your more successful colleagues are better at wheeling and dealing. They must be stellar negotiators. Maybe they're more charismatic and better at networking. They probably know where to find high-value accounts and how to close big deals.

Yeah, maybe. All these things could be true. But in my own experience as an entrepreneur and as a mentor to business owners, I have found there's usually something much simpler going on. And it has nothing to do with your ability to negotiate with buyers.

It's about the way you negotiate with yourself.

You Get What You Believe You Deserve

Whether you are aware of it or not, you have already determined your worth as a professional. I'm not talking about the number you present when someone asks your rate. I'm talking about an unspoken belief . . . the way you feel—*deep down*—about your value and capabilities.

Let's say you provide a service you know is worth \$200 in the market. You plan to negotiate for that amount. But somewhere deep within your core, you consider yourself a \$100 professional. Even if you intend to price yourself at the market rate, odds are very good you'll only earn \$100.

You see, even as you negotiate with a customer, you're conducting an internal negotiation with yourself. You tell yourself \$200 is the going rate for a service like yours, and a voice from within responds:

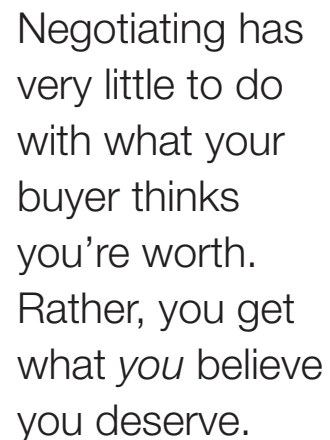
Sure, but you've only been in the industry for a few years.

Can you really do a good enough job to justify that rate?

Maybe that's what a great business would charge, but you're only average.

Thanks to this voice, you present your price with visible uncertainty. Or you back off at the first sign of hesitation from your buyer. Or you conveniently never get around to updating your rates.

In the end, you discover that negotiating has very little to do with what your buyer thinks you're worth. Rather, you get what *you* believe you deserve.



Negotiating has very little to do with what your buyer thinks you're worth. Rather, you get what *you* believe you deserve.

What if Your Skills *Actually* Aren't Worth Much?

Turning off those internal negotiations is difficult because your inner voice may not actually be wrong. It's entirely possible that you don't have an exceptional skill set right now. Maybe your best efforts are truly only worth \$100 at this point in time. In which case, how do you lie to yourself? How do you shut off the voice telling you that the higher rate isn't fair to your customer?

You don't. If you truly cannot do the kind of work that's worth \$200, don't charge that much. But don't let the rate that's fair today define your value forever.

This is where I see a lot of entrepreneurs limit themselves . . . sometimes even doom themselves. They get it in their head that they are a \$100 professional. Sure, they'd love to move up. They'd love to earn more, grow their business, finally buy that house or take that vacation. But what can they do? They're only average. They're a bargain business; they can't compete with the major players.

If this sounds like you, let me tell you right now that your problem is not that you can't get clients to invest more in you. It's that you can't secure your own investment.

What are You Worth to Yourself?

Your value as a professional isn't just about the skills you have today. It's about what you're capable of in the future. And you cannot survive and thrive as a business owner if you don't make personal investments such as:

- ⊗ Professional training
- ⊗ [Self development](#)
- ⊗ Longer work days
- ⊗ [Industry-related reading](#)
- ⊗ [Networking](#)
- ⊗ Connecting with mentors

If you're not taking these steps right now, ask yourself what's holding you back. When you say, "I think I might attend that professional seminar next month," how does your inner negotiator respond? Do you catch yourself thinking things like:

You shouldn't spend the extra money.

You're awkward when it comes to networking. The seminar will probably be a waste.

You'd have to put in extra hours at the office to make up for lost time. It's not worth it.

All of these responses essentially mean the same thing:

I don't believe I'm able to improve enough to make up for that investment.

Each step you take towards professional improvement requires a personal sacrifice, whether you're giving up time, money, or resources. If you don't believe you deserve that investment, you won't make it. As a result, you won't move forward.



Your Earning Power Begins with Self Value

It doesn't matter if you're negotiating with a buyer for a better rate or you're negotiating with yourself for time and money to put towards self-improvement. In every circumstance, what you can achieve begins with your self-worth.

The rule applies to all areas of life. If you believe you deserve a great relationship, you won't stay in a bad one. On the other hand, if you doubt you can do better, you wind up settling in a situation that brings you very little fulfillment.

The bottom line: if you want to grow your business and comfortably negotiate for a better rate, the first person who needs to be convinced of your value is you.

You became an entrepreneur because you know you can lead. You know you can sell a service and you can out-perform your competitors. Now it's time to prove it to yourself by investing in your success. Trust that those extra hours, that extra effort, and the extra money will all pay off.

Stop negotiating your way out of success. Believe in your own value, and others will follow.

More Resources

Inspired to take your self-development journey a step further?

Our team at Get Out of the Truck has developed these great resources for business owners like you.

Free Tools

[Business Plan Wizard](#): Building a strategy for success is easier than you think. Answer a few questions regarding your goals, current performance, and overall vision. Our free tool generates a quality business plan and reveals your potential growth over five years.

[SWOT Tool](#): With so many moving parts and so much on the line, business decisions can be overwhelming. Our free SWOT tool uses a series of simple questions to help you determine the best course of action for your company.

[Job Description Tool](#): Many employees underperform simply because they don't know what's expected of them or they don't see how their job fits into a larger vision. This free tool guides you through the process of developing a clear, comprehensive job description so both you and your staff are equipped to measure employee success and push for excellence.

Further Reading

[How to Transform Your Mindset and Become a Self-Made Success Story](#): This short, straightforward book provides a deeper dive on the topic of self-development. Discover actionable advice for growing your business by changing the way you think about yourself, your company, and the world.

[Get Out of the Truck: Build the Business You Always Dreamed About](#): This no-nonsense book is a concise guide for anyone still trying to run a business using a tradesperson's mentality. Learn how to think like an entrepreneur when it comes to building a team, selling a service, scaling your business, and more.

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Join our Facebook group, [Get Out of the Truck: Grow Your Home Service Business](#).

In this group, you'll find exclusive business tips, daily inspiration, updates on new services and tools, and—most importantly—endless opportunities to connect and network with other professionals in your field.

Finally, keep checking in on the [Get Out of the Truck website](#). Our library of resources and services is constantly growing. There is always something new to discover.