



Trade-Offs to Help Build Your Business Faster Episode 157

This is Amy Porterfield from the Online Marketing Made Easy podcast, and you're listening to the Ray Edwards Show, the number one show on how to change the world and watch your business grow.

In this episode we're going to talk about how to build your business faster in today's show. It can be hard to find time to build your business, especially if you have a full-time job, as many platform builders do. Moonlighting to build your business can lead to burnout, problems with your current employer or even the failure of your little spare time start-up. What are we to do?

I found that in my own business, while I was building it, while I had a full-time job, there were certain trade-offs I had to make in order to make it work. Those trade-offs did indeed work. I will share with you today five specific trade-offs I believe anybody can make that will make it possible to build your business faster, even if and especially if you have a full-time job.

Plus, I have an interview with a success story, Matt McWilliams, who talks about his success in building his platform, how that happened and so much more.

Tip of the Week

This tip is about forming new habits. This is on the minds of a lot of people lately. I think it's a little past the New Year's resolution breakage point, most people have already broken those. What if you're still trying to form a new habit or you just decided now that you're going to start forming a new habit for the year, how do you do that? I've found that the easiest way to develop a new habit, and this is my tip, is to make it as automatic as possible.

This is not really new advice, many people have advised this in the past. But sometimes I think we need hear something again and again until one day it hits us like a 2x4 right across the forehead and we finally go oh, I get it. For me, I suggest making this new habit the first thing you do when you wake up, that's the easiest way to make it work.

Here are a couple examples.

One way that I've developed a habit of exercising over the past year and a half or so has been, I lay out my workout clothes the night before and the first thing when I got up in the morning for a very long time was to put on my workout clothes. I even put on my strap for my heart rate monitor even though I wasn't going to the gym for another two hours. I had other things that I do in my morning routine before I go to the gym. I would put the heart rate monitor on and my son one day asked, dad you have your heart rate monitor on and we aren't going to the gym for a while, why do you have it on so early?

For me it's the formation of a habit. It makes it harder for me to not do it than it makes it for me to follow through and go to the gym if I already have my heart rate monitor strapped on and ready to

go. So lately I've developed a gratitude and meditation practice over the last month or so and I've just made that the first thing I do in the morning. How did I do that? I decided that the first thing I was going to do upon waking up was to pray and thank God for the things in my life that I have to be thankful for and to be conscious and intentional about it, not just say thank you God I have such a blessed life, it's so wonderful, etc., because that's often how we approach this kind of thing.

I got very intentional and conscious about thanking God before even getting out of bed, God thank you that I woke up today and that I have the health to climb out of the bed today and go do the things that you've put on my plate for this day. Thank you for my family, my beautiful loving wife and fantastic wife that makes my father's heart proud. Thank you for my adorable pets, my pugs Bobby and Butter. Thank you for our cat, Buster. Thank you for this beautiful home I live in. Thank you that you allowed me to be born in the richest country on Earth.

I don't know if you think about this but in America, even if you're not making a lot of money, if you're making \$37k a year or more you're in the top 4% of income earners in the world. So I thank God for letting me be born wealthy, before I even achieve any goals or achieve any of the high faluting things that I've setup in front of myself as goals. I'm very grateful before I even get out of bed.

The next thing I do when I get up is meditate. So I made that the first thing I do in the morning and it helps me breathe in this new habit, weave it into my life. I suggest that you do the same thing. If you're trying to form a new habit make it the first thing you do before you get up so it's automatic, so that you have to really work hard at not following through on the habit and it's harder to not do it than it is to actually do it. This will make forming a new habit much easier.

Spiritual Foundations

This comes as a result of a couple different conversations I've had with individuals, who expressed to me in one way or another the sentiment that God's just too busy or he's too important to worry about my trifling little problems, the things that bother me. You might even be tempted to take something I've already said in this podcast and turned it around that way, making it into it's just little ol' me I don't have any problems kind of mentality, that God doesn't care about my problems because I don't have any real problems.

I said if you make \$37k a year or more that you're in the top 4% of top income earners in the world. So you might be tempted to say so 96% of the world is worse off than I am, so why would God even care what my problems are. The fact that my iPad won't reboot or I don't have great cell phone coverage on my iPhone. Those don't seem like real problems. Of course, in relation to the poverty in other countries or an illness that someone dear to you might be suffering from or the fact that someone you know might have lost a loved one this week or even in the last couple of days.

I understand that comparing your rich people problems to their seemingly bigger problems you might think that God doesn't care, but you have to remember that God is infinite. Even though we feel as though God might be too busy to pay attention to us as individuals and to our little problems, even though we might think we're just one out of billions and that are just the people that are alive right now, what about all the people that lived before me.

We think that way only because we are constricted by time and place. God is not limited by these factors. Think about it. Even when Jesus was in His earthly body and thus, He willingly limited

himself in the same ways that we are limited by time and space, He always took time for individuals. Jesus was traveling, for instance, when He took time out to minister to the demon possessed man from a distant area, the country of the Gadarenes. On his way there, He was in a boat with the disciples and He took time to minister to them and show them that He could calm the stormy seas and save them from what they felt was impending death.

So when Jesus and his disciples returned to Galilee, after that trip there was a man named Gyrus, who came to the Lord for help. He said Lord, my 12 year old daughter is dying and I've come to ask you to come and heal her. If you'll just lay your hands on her she'll be healed. So Jesus said yes to this one individual, even though He was followed around by thousands. On his way to Gyrus' house, Jesus was stopped by the woman who had been tormented by a bleeding condition for 12 years. Jesus took time to stop, heal her and minister to her. While he stopped for the woman, Gyrus' daughter died, and the report came that Jesus was too late. There was no need for him to come to the house you're too late, she's dead.

Jesus turned to Gyrus and reassured him and said don't be afraid, only believe that she will be made well. So Jesus took the time to walk the rest of the way to Gyrus' house... even though He didn't have to because He had healed others without even going to their homes... so He could make a point, I believe, to all of us, to Gyrus and all those around him. He raised that little girl from the dead.

Now, Jesus is currently, certainly not limited by time or space. He has been raised from the dead. He has glorified at the right hand of his Father. He can be and is everywhere, all at once and He's outside the constraints of time. He always hears when we call, even when He's busy, even when it seems He's too late, He's never too late.

My point is this. Regardless of what your problems are. Regardless of how big or small they are, Jesus will always make time for you. He will always stop to pay attention to you and He always has the time it takes, and He is never late.

Success Story Interview

Ray: I first came across Matt McWilliams a little over a year ago and he is an amazing individual. Today I had the privilege of interviewing and speaking with him about his success story and how he became a world changer, and what the term world changers means to him.

Matt, first of all, tell us about this world changer thing. Where does that come from?

Matt: The world change show, the name actually came from... so many of people like you and me, our ideas come from a single concept that we had in a blog post that turned into this much grander idea and I wrote a line once that talked about entrepreneurship and how I believe people are born entrepreneurs, that every person is born an entrepreneur in a certain sense and how we were born to change the world or else we are unnecessary.

Really, as I fleshed that out and it became a philosophy of mine, and I've always joked at how I reserve the right to be wrong about this philosophy one day when I get to meet God and ask him if I was right about this and He says no. I just had this picture one day of a God in Heaven, and I believe the Psalms. I believe the entire Bible, but I believe the idea of God literally **10:40** us and I think about this vision of God with his hands crafting each individual person and then placing them on earth.

It hit me one day and I thought, if God is so intelligent and is the most intelligent being ever and He's infinitely wise, then why would He create somebody without the expressed purpose of changing the world? The vision I got was that I don't believe we have this God in Heaven who, He created Ray and He created Matt and He had like a leftover arm, a torso and two feet and went, I'll throw something together and just throw them down there.

But your purpose isn't to change the world your purpose is to exist and be in the way and you're going to die and no one's going to remember you. That's not why He created us and put us here. It was really the world changer show and the philosophy I developed was simply an expression of that single blog post and thought that I threw out into the universe and said, 'I wonder what this will do?' It honestly had wings from there and it became the inspiration to everything I do now.

Ray: It's an amazing show. You've had some incredible guests.

Matt: I've been very blessed, including yourself.

Ray: Even me.

Matt: Yes, my favorite podcaster, even you.

Ray: What's been on your heart lately?

Matt: I didn't realize I had gone in this direction until a mastermind a week and a half ago, and they said did you realize this is pretty much all you write about? I didn't intentionally do that. I wish I was smarter and could think that I was going to intentionally do that, but I've really been on my heart and in my mind and everything I've been doing has been the limiting beliefs that hold so many people back.

For me personally, doing a lot of one-on-one coaching, that's what I find. Everything that I coach people on and every conversation that I have, it ultimately, every bit of resistance as Stephen Pressfield would say and every bit of push back they're getting is limiting beliefs. It's not from other people. It's been months since I heard anybody say, my team can't do that or, my wife won't let me do that or something like that. It's always, I don't think I'm capable of that.

So I spend a lot of time coaching people through those and I just felt like it was a natural extension to start trying to share it on more of a mass scale, because I can only coach and keep my sanity and the hours I want to keep, spend time with my family and do the things I want to do, I can only coach so many people in a week one-on-one. It's a very limited service, so I've been writing a lot about this concept of limiting beliefs and how they're holding people back.

Ray: Give me an example of a limiting belief.

Matt: Ultimately I go down to four limiting beliefs and again, for purposes of mass dissemination, there are four and a good example would be this limiting belief I had. I teach people how to overcome these and yet I'm just as guilty of them as anybody. I'm guilty of 100 limiting beliefs in a single day, even now.

I had this belief that popped up about two years ago, where it was time for me to move on from my career. It was time for us to leave our house and the reason is because we'd been here all of two years. I'd been doing the same thing for two years, living in the same house

for two years. For most people listening they're like that's crazy. My mother-in-law is selling her house right now, it will be sold in a few weeks and she's been in the house for 33 years.

For me, when I was growing up I moved 13 times in 14 years and I spent much of that having never lived in a home or owned a home growing up. I lived in small apartments, trailer parks. My dad left us when I was two. I grew up with a single mom. I tied all that back to this weird limiting belief and I didn't realize this until I went through counseling. So moving 13 times in 14 years and growing up in a trailer park, my dad leaving and having a single mom who I barely knew, because I joke I didn't grow up poor, but my mom worked three jobs to keep us on the right side of the tracks but I could see the tracks from my bedroom window.

I tied all of those things somehow to I wasn't wanted. I wasn't stable. I wasn't good enough. So two years ago they all started flooding me like, I'm not wanted and I started self-sabotaging things like my marriage. I didn't do anything crazy, but I wasn't treating my wife like I should be. It was because I was actually trying to break us up in a way, even though I didn't realize it. I started talking about moving and I was ready to move anywhere, it didn't matter where just as long as I wasn't stuck here for another two years.

I started getting restless with my business and thinking about what new direction I could head in. It was like that entrepreneurial ADD kind of thing, which all tied back to, I'm not wanted or stable, and I'm not good enough.

Ray: How do you think these beliefs creep in on us? You probably would say to those things that you just repeated, if they were spoken out loud to you by someone else, you would say that's ridiculous of course that's not true.

Matt: I think it's a combination. My own personal example certainly plays into that and that is this limiting belief and again, I don't think we realize until we verbalize sometimes, at least I didn't and most of my clients don't, how ridiculous they sound when we say them out loud. They creep in over time and one is that the world is out to get me and everything is going to go wrong for me.

I have had this propensity over the past couple of decades. Ray, there was a time in my life that still creeps up from time to time, if I so much as stub my toe walking down the street I regret some of the things that have come out of my mouth just from something that simple. I got to thinking about it and it tied back to just my childhood, with all the moving, growing up in the environment where my dad left us. The other thing it tied back to, which answers the question in a way, was something my 8th grade Social Studies teacher said about me one time.

I've heard many people say this about teachers. I just heard Seth Godin say in an interview with Jeff Goins where his teacher wrote in his high school yearbook, you'll never amount to anything you're the bane of my existence. I'm like teacher of the year award for you. For me, it was in 8th grade and I don't even remember the teacher's name, that's how unimportant she is in my life. I remember at the end of the year she gave away the year end awards and all the other kids, one got most improved, hardest worker and class clown, etc. I got the Murphy's Law award.

It fed into that belief of, everything is against me and I don't know to this day whether she meant it to actually say, hey Matt, everything went against you and yet you still did okay.

Maybe that's what she meant I have no idea. She wasn't the nicest person, so I doubt it but even if she did that's not how I took it. So for all this time I finally realized, again through counseling and working with my own coach, that's where that belief came from, was that the world was against me in some way.

I think media can be part of that. There's a reason why I don't watch the news. If I watched 20 minutes of news more than once a week, I'd probably slit my wrists. That's extreme but it's depressing to watch the news these days. I think it can come from the news because we take on that belief about how there's a recession and unemployment is so high, so it's hard to find a job.

I heard a guy say, I graduated right as the recession started, my life was over. I'm like, really? The unemployment rate amongst your age group is high but it's only 14%. That means 86% of people who are your age are employed right now. So again I have four that I've narrowed it down to, but those are the most common ones.

Ray: How do we identify when we have a limiting belief? What do we do about it?

Matt: Again, this is something that I work with people on. I spend so much time on it. The first thing is looking at those areas where you're saying I can't and again, this is different from my team just isn't ready for that, if you're an entrepreneur. Or, my spouse will never be on board with that, although truth be told that's a limiting belief. I had a limiting belief about my wife for years, that she wouldn't support me if I wanted to go down this platform-building podcasting website writing path of life.

Finally, she said one day, why do you think I won't support you? I never verbalized that, I just kind of insinuated it by not involving her in this journey. I said I have no idea. I don't know why I thought you wouldn't support me, because I thought that when you said you wanted stability and more of assurance of income, I thought that meant you didn't want any adventure and you didn't want me to do something that could potentially lower our lifestyle for a period of time.

When I heard her say it sure would be nice to just pick up and take a trip to California for a couple weeks, I heard that as Matt, you need to go make \$10k now. So it was a limiting belief about her, but as far as identifying them, it's ultimately when we assign any label to ourselves or a label to someone else, because again one of the things like I said, limiting beliefs about other people is a big one. Also, limiting beliefs about groups of people, so if you ever find yourself saying something like what I used to use... I'm Irish that means I'm fiery and that's who I am. That means I'm just prone to being more angry than the average person.

That's not true. Not all Irish people are punch a hole in the wall because they don't like the grade they got on their third grade spelling test. That's not normal behavior, but that was me at 8 years old. I think we stereotype ourselves and sometimes it can be healthy, as a side note. There have been studies, like if you remind someone that they're Asian before they take a math test, they will actually do better on the test if you have them fill in...

Ray: Does that work if they're not Asian.

Matt: It actually works the opposite. They did studies on that where if you actually just asked a single question of what's your race before a math test, African American students perform more poorly, Asian students perform better, White students are neutral.

Ray: I meant if you just tell someone they're Asian before they took the test would they do better?

Matt: I wonder about that.

Ray: These are just the weird questions that I ask.

Matt: One of the studies they did, all they did was to remind the students, they just said in general, Asian students perform better on math tests and those students that were told that, their scores were higher than Asian students who weren't told that. So stereotyping can be healthy to some aspect, but it's limiting as well.

Something I heard recently, I thought I was ascribing to our daughter was that wealthy children are always lazy and our daughter is growing up and our soon to be unknown sex child that we're having are growing up in a time of wealth that was unprecedented in my time. Like, I didn't have the bedroom view my daughter has right now, growing up. I had this stereotype that wealthy children are lazy, so I began worrying that she would be lazy.

There are all types of things that come up. You have to dig in to what's holding you back and draw those out. I have a workbook that I put together recently that does this. I'll give it to those listening because it's something I'm developing. Like I said I coach people and I'm limited in that number, so I'm trying to put this in a format where I can guide people through the process without me actually having to be on four hours' worth of calls with them. I put together this workbook that guides people through that process and helps them identify those things.

Ray: How do they get that?

Matt: I will put it up at MattMcWilliams.com/ray and I'll have that redirect to where they can get it. I literally put the finishing touches on it today. Since I can't be with everybody, what I'm trying to do is get this in the hands of those who need it. It's essentially a Beta version of what I do with people. It's about what I coach people through in getting rid of limiting beliefs. I'm trying to get as many people as I can to get this to see if this is a viable thing. I think it's going to help people.

I write more in the book because I'm not talking to people on the phone, but it's a cool thing. I've had a couple people go through the original version and they loved it. I think it's going to help people. That's one of my limiting beliefs is that it might not help people, but I know it will.

Ray: How did you start this journey, because you didn't start out as the Matt McWilliams we see before us now? Tell us how you got on this journey and how you got to the point where you are now with this award winning podcast and all the great resources you're able to offer to people.

Matt: It's funny because I just interviewed our mutual friend, Jeff Goins, about his new book. I'm featured in the book *The Art of Work* and I jokingly told him, Jeff I realize that you tell my story better than I do. I'm not sure that's good or bad. Something else I realize too is, at the age of 23 I was fired by my dad. I've been fired three times since then and I literally, at one point, stood in front of a judge who if he'd wanted could have put me in prison for 42 years. All these things led up to where I am now, so I jokingly say I'm the only person on the face

of the earth who's ever been fired four times, twice by the same company and once by my own dad.

I say that because what I realized was when I was working for my dad as a golf instructor and I actually just got connected with Tony Robbins golf instructor and I introduced myself as the world's worst golf instructor because I was. I was really good at marketing golf instruction, so I would sign people up for golf schools back when Google AdWords was \$.10 a click and now it would be \$50 a click. It would cost me \$10 to get someone in for an \$800 golf school. I had this weird polar bi-polar feeling when I would get someone to sign up for my golf school. Yes, I got a conversion. I made \$800 and only spent \$11.50. Crap, now I have to teach this person how to play golf.

It was this weird two-sided thing going on in my head, but what I realized was as I looked back on my life, being fired by my dad, if I hadn't been the world's worst golf instructor I would have never learned online marketing. If later in life I had never been the world's boss I would have never realized that I had to learn how to be a leader. If I'd been an average mediocre leader, 7-8 years ago, I probably would have just coasted. Instead, I was like man I really suck at this. I just got fired for being the world's worst boss, I've got to learn this stuff, so I devoured information on leadership and now I feel like I'm pretty good at it.

The same is true with everything in my life. It's like I failed monumentally and miserably, that I felt like I had to learn it. I've never been average at anything in my life and that has come back to be a very good thing for me because what I'm bad at but feel like I need to be good at, I then pour myself into learning what I need to learn to get good at that stuff.

Ray: So what do you say to somebody who's got the limiting belief that they want to start their own business and do what you've done with your business, but they feel they can't do it? They've never done anything like this before and they'll probably fail, how do you talk to somebody who has that kind of limiting belief?

Matt: The first thing I say is, I point back to when we were kids. I mentioned earlier I truly believe that we were all born entrepreneurs and I know for me and I can think of my friends growing up, we were all starting businesses every 10 minutes. None of them were great ideas. When I was 9-10 I started a spy agency. Basically, what that meant was I wore the spy hat and a coat no matter where I went or what temperature it was and I carried around a notepad and asked ridiculous questions and I pretended to write things in my notepad and then I charged people and tried to go solve their mystery for \$1-\$2.

I even think about growing up I was always looking for ways to make money, because I certainly wasn't wealthy and nobody ever taught me this, I just knew there was more to life than not being able to afford some of the things that I wanted and I don't know if I was like a junior Robert Kiyosaki, because I never said to myself I can't afford that I just said, what do I have to do? We're talking ice cream sandwiches and a \$20 toy, not how can I afford to buy a house.

I started some of the craziest businesses. I repaired baseball gloves and did what almost every kid does as a kid, I mowed lawns and things like that. When you look back at when you're a kid, because of child labor laws you can't go work for a big company at 12 years old, so what do you do? You start your own business. I think we have that inside of us. I don't remember 9, 12 or 13 years old and being fearful of starting my own business.

Maybe it was because I had the safety net of my parents, but I think it's in us and the other thing I would point out is that there's this limiting belief that I find often, and the

overwhelming majority of my clients are people in a transition phase. They're working full-time and they're side preneurs or as I often call them, some day preneurs. They say what you said, which is, I see other people doing this but that's not me.

I'm often like, why are you paying me money to help you... they don't think they're overcoming limiting beliefs so clearly there's something inside them that says I can do this and what I see so often is that they're afraid of that risk. I tell them the story every time, almost every first meeting starts off where I tell them the story of the night shortly after I started my own business and became a consultant where this guy said, that must have been really scary and risky and it hit me. This is the least risky thing I've ever done in my life.

The company I worked for before, my fourth firing, the reason I was fired even though technically it was a layoff, was because the CFO had embezzled a half million dollars and the company was about to go bankrupt. I told them, you think you have this steady paycheck so I have one word for you... Enron. Two months before Enron went flat, Fortune Magazine rated their stock a buy and they had all these people who thought they had it made and had steady jobs, and one bad decision maybe started by one decision and they're just out of a job.

I talk about, I'm not wishing this upon someone like Tony Robbins or Dave Ramsey, but if you work for either of them and they go out and get a DUI, you're out of a job. One bad decision by one person that you have no control over and you have no income, whereas, if one of my clients said tomorrow, hey Matt I'm not paying you anymore. I would be heartbroken but we're still going to California on vacation. We're still going to eat and pay for our stuff. It will sting for a moment, but it's not going to affect my family's lifestyle in any way shape or form.

Those are the two mindsets I hear most often from aspiring entrepreneurs and they are completely false.

Ray: So you have this vault of resources, share what that's about.

Matt: That's actually something I put together, and anybody in this online marketing space so to speak, over time we have a lot of opt-ins and things like that. I finally said I'm putting together these different opt-ins so I decided to give them all away at once. I hope I don't overwhelm people with them, but it's just a collection of things like the workbook I mentioned.

To make it easy you can go to the website I mentioned earlier, if you go and get the workbook I was talking about, you'll get the vault as well. It's a collection of resources tailored in a way to the entrepreneur and leader, but who wants to... I always say I think of it as the person who's stuck in a cube and they know there's more to life but they don't really know that first step. Or maybe they're an entrepreneur and they know there's more to life, they know they can have a bigger impact but they don't know the first step.

I cover things like getting passed fear, networking because that's something people have a fear of. Something I've used over the years in overcoming limiting beliefs is a big one. Communication with your team and with others is a big part of it. One of the fun things I write about personally is how to handle critics. I have an interesting view of how to handle critics and that's essentially to take the advice of what Jesus told his disciples, which is, if you go into a town and they don't receive you get out and shake the dust off your feet.

That's the Matt McWilliam's translation. I honestly forget sometimes what's in that vault, but there's a ton of cool resources there. Some things will appeal to some people and some won't appeal to some, but I believe it's good and I've heard some cool things from people who have gotten the bundle and said this is specific thing was life changing for me. Then, of course, say what about the other seven things? No, didn't really care about those and that's why it's a bundle because hopefully then I'll hit someone's wheel house.

Ray: I highly recommend it, it's very good stuff in there. I also recommend your podcast and you can find all this at MattMcWilliams.com and to get the bundle simply add the /ray at the end of that. You also offer a worksheet about how to figure out what limiting beliefs are holding you back. I recommend that as well.

Matt, on your site you urge people to live with passion, lead with purpose and leave a legacy. What does it mean to you to leave a legacy?

Matt: That's the question I ask every guest on my show. For me, I just always get the picture of my dad's funeral or anyone's funeral. My dad wasn't a celebrity. He didn't have a podcast, I don't even think he owned a computer. He died just shy of his 51st birthday from ALS and initially when they diagnosed him, they diagnosed him with Parkinson's, because he had a very rare form of ALS.

If you remember, Lou Gehrig stood and said I consider myself the luckiest man on the face of the earth today. Lou was of sound mind but not sound body. My dad was the opposite, he played golf the Sunday before he passed away, but he couldn't carry on a conversation. He would repeat himself over and over. I didn't know him as the guy who knew that many people and we had some issues, some demons and I'm sad to say I don't know where he's spending eternity. At his funeral there were more than 500 people.

They were people I didn't know that he had had an impact on and every one of them that I had a chance to speak with, talked about how Kevin McWilliams touched their life in some specific way. This is a local golf instructor who, you Google my dad's name and you won't find him. That's not who he was, but he had that impact, so for me to leave a legacy it starts with my family and leaving the things I write about with my children. Ultimately, being remembered for having touched at least one other person's life in some great way.

I would love for everyone who listens to my podcast or who reads my blog to remember me and say, that guy did this and it led to this. He saved my marriage. He helped me start a business. He gave me the motivation and mindset to be able to get passed an addiction or lose 30 pounds, etc. He helped me to do that. I'll never know the impact I have on most people, but I think it would be cool to be remembered like he was.

Ray: Wow, great answer. Thank you so much for being on the show today.

Matt: Thanks for having me.

Feature Presentation

It can be hard to find time to build your business, especially if you have a full-time job. And if you're moonlighting to build your business you can get burned out, stressed out or have problems with your current employer. You can even see your spare time start-up fail because you didn't have the time to devote to it. This is all familiar territory for me.

If you think you're alone or if you look at others and think they're successful, of course, they don't understand what it's like when you're trying to work a job. I know what it's like. I built my marketing and copywriting business while I worked a full-time job in the demanding world of broadcast radio. In 2005, I was an executive with a regional broadcast radio company and traveling virtually every week and responsible for the programming and marketing of dozens of radio stations all across the Northwest United States.

Even though I had a cushy radio job, many would have looked at it as the ideal radio job, I could see the handwriting on the wall. The handwriting was on the wall for radio as an industry. It was faced with increasing competition, decreasing audience and shrinking revenue and still is. I knew way back then that it was time for me to get out, so I decided to start my own business.

Now, in order to make the transition from full-time employee to full-time entrepreneur I needed to build my business income up before I left the corporate job. I needed a safety net, a cushion and I had to do it without stealing time from my day job. Maybe this sounds familiar to you. I found that I had to make five specific trade-offs to make that work. I believe that anybody who is leaving a full-time job to pursue their own business or maybe you're leaving one business to start a new one, you can do the same without robbing from your current employer or business, if you're willing to make these same five trade-offs.

What are they? They're common sense.

1. Trade short-term pain for long-term gain.

I know this won't be popular but let's face it, you're going to be working harder for a while. For me, that meant getting up earlier in the morning and going to bed later at night. In the short-term the extra work was painful, but the freedom I gained from making this trade was well worth the discomfort.

2. Trade activities that are tension relieving for those that are goal achieving.

I think it was Brian Tracy, who first used that phrase. In the old days when I was just a company man I was working the job, doing the do and often blew off steam by watching lots of TV. I would go to the movies, spend weekends at the lake, hiking or hanging out around the house reading. Those activities were tension relieving, but I traded them in for a while for activities that were goal achieving. This meant that time previously spent on recreation was now devoted to writing copy, creating products and marketing my services.

That included going to events, workshops, seminars and so forth, meeting people and making connections. By the way, there is some aspect of being tension relieving in those activities as well. I found new enjoyment and new entertainment in things that actually contributed to the building of my business. It doesn't mean you have to give up everything, that you have to be miserable the whole time you're building your business, but it does mean you have to trade some things for other things.

3. Trade hours now for days later.

As I was in the process of building my business I soon realized that I was trading extra hours in the present day for days, weeks, months and years of freedom in the future. It's a good trade. This realization helped me to stay motivated. I kept telling myself that having all my days in the future free to do as I pleased was worth giving up some of my hours in the short-term. Let me reassure you, that was a truly wise investment and I'm glad I made that trade.

4. Trade luxuries for leverage.

This is one that I didn't learn soon enough. If you don't have enough time to build your business as quickly as you'd like, you may want to hire some help, outsource some work for instance. Building a business requires more than an investment of time, it also requires to some degree, an investment of money. For instance, you might cut back on vacation spending, forego the latest Apple gizmo like the upcoming watch and other luxuries so you can invest those extra dollars in order to outsource work for the business. You're trading luxuries now for the leverage you need to reach your goal.

It might not just be outsourcing work for the business. Perry Marshall, a friend of mine, and a marketing guru explained to me once that you might want to outsource things in your daily life to make more time. For instance, instead of thinking about how you can outsource article writing or product creation, graphic artwork and those things which can be complicated and you may not see the payoff for those immediately in your business. You could outsource things in your personal life to give you more time to devote to working directly on your business.

For instance, you might outsource having your lawn mowed or maintenance done around your house, having your house cleaned or your laundry done. You might outsource having someone run errands for you, picking up groceries or doing shopping errands for you. There are a ton of things you can do in your personal life that eats up lots of time that could be devoted to your business if you could somehow steal that time back.

That's the wrong term though, you're not stealing that time back you're investing more wisely and in a more strategic manner. Think about what you could invest in now that might give you leverage so that you have more time available to work on your business. Those are good investments. This is perhaps the most important of the 5 trade-offs and I learned this lesson a little later than I wish I had. Learn from my experience and make this investment early.

5. Trade fringe time for full-time status.

These might all sound similar, but they are nuanced and different. This one is about adopting a different mindset about the trades that you're actually making. I'm urging you to trade your fringe time for full-time status and this is what I mean. Most of us have fringe time that mostly goes to waste or at least it's filled with activities that don't have any lasting value. Think about your own fringe time and how you currently fill it.

- Are you playing games?
- Are you watching TV?
- Are you goofing off?

I've urged you in previous podcasts to spend more time goofing off, I'm not against it, I'm just saying there are activities that we engage in, in our fringe time that if we could forego those activities for a while, if we were willing to trade them for full-time status later in our own business, wouldn't it be worth the investment? The answer is yes. This is about adopting a different mindset or attitude about the trade-offs you're making. Don't think of these trade-offs as ways of making yourself suffer or pay a price, do it for the joy it'll bring you in the future.

I think this is a strategic change in your paradigm and the way you look at the world, that can help you not only achieve and be happy but also help you happily achieve.

If you're willing to make these 5 trade-offs you can find the time you need to get your business off the ground, even if you're only a spare time start-up. You can leave the security of your job with income already rolling in from the business. Won't that feel like it was worth the trade?

What to Do Now

Here's my question for you... What are some things you need to trade right now to make your start-up business successful in the future?

I'd love it if you'd leave a comment at RayEdwards.com/157.

Until next week, I pray that God continues to bless you and that He does more for you than you can ask or even possibly imagine and He will. Why? How do I know? Because that's just who He is. Be blessed.

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