

Hey there, my friend and welcome to another episode of the Your Next Best Step podcast. I am super, super, super glad you're here, and today I wanted to talk about the price of success. So often people start businesses and they think it's going to be this overnight success. I mean we see it so much out in social media. You've seen it in people's feeds and Instagram and in Facebook, and people... I mean I've had people comment to me like when I start my business, how long is it going to take until I become a millionaire? And what I can say is that the price of success is going to cost you what you have right now. What you have right now is probably comfortable. What you have right now is probably known, but the price for success is getting uncomfortable in stepping into that unknown terrain.

The things that you don't know that you don't know. Have you ever heard that? I remember the first time my mentor ever said that to me. I was like, "What? I know what I don't know." And the truth is, no, we don't. Because as we really dig in, as we decide and we make the decision that we're going to get in the game, that we're going to get in the ring and we're going to do whatever it takes in order to succeed and in order to achieve all the things that we want to achieve. When we make that decision, we also make the commitment that no matter how many times we're going to fall down and how many times things aren't going to work, that we're going to keep getting back up and we're going to keep doing what it takes to get to the next level.

Doing what it takes and keep putting ourselves out there so that we can figure things out and being willing to be okay with failure, be willing to be okay that if stuff doesn't work that we're not going to give up. Because here's the deal. This is what I've learned over the years is that greatness and becoming great, you need to give up good. You need to give up just being good so that you can get to being great and the greatness you already have within you, but like I said in the beginning of the episode, you have to be willing to give up what you already have. You have to be willing to give up who you are right now in order to step into who you've always been, who you've always been, who you have already, who you've all... If I can it out, my gosh. Who you've always been meant to be is what I've been trying to say.

Because here's the deal. When we decide that we're going to put ourselves out there and when we fully decide that we want to give up that good to get to the great, we decide, like I said, that we're going to do what it takes and when we decide to do that, it means that we decide that we're going to be okay with adversity and most people when they face adversity, they want to go the other direction. Most people want to shrink from it and say, "This is overwhelming." It's overwhelming to put yourself out there every day. It's overwhelming to carve your own path. It's overwhelming to look at a goal that you set and say, "Oh my gosh." So most people look at that adversity and they say, "No, I'm going to... I don't want to do this."

I know I was there myself looking at it saying, "I only want to stay with what I'm comfortable with." And for me, what I was comfortable with was doing the same thing I always did, which was actually doing the work for people. When I first started my business, I actually did the marketing for people, because at that time, that's what I knew. I was a marketing director, at one point I was the only marketing person. I was the marketing coordinator and the director and the doer and the... because it was just me. But that's what I knew.

So when I started my own business, I knew how to do the work for people, and I stayed in that comfort zone because that's what I knew, even though that's not really what fed my soul. And here's the deal. The more we feed our soul with what we really want to do, the more we're able to connect to our dreams and connect to those things that we are super, super passionate about.

But all of that, the price of all of that, is standing in that unknown terrain. Standing in all those unknowns. And as I told my team the other day, in this world, I don't always have the answers. There's a lot of unknowns, but that's okay because we're going to figure it out and they may not always work. Things may fail and totally flop, and I've kind of been there too, but that's okay because that... The more we get through that, the more we move forward towards that greatness. And greatness is hard. It's supposed to be hard. Giving up that good, giving up what's comfortable to step into what's uncomfortable. It's hard as heck, but that's okay because those things, that adversity that we experience when we're stepping into all of these unknowns, like I said, a lot of people will say this is too overwhelming. It's too overwhelming to put myself out there. And that's why most businesses close.

That's why most entrepreneurs don't make it past a certain period, because they get tired of that adversity. They get tired of the overwhelm and they get tired of doing what it takes to step into that greatness. But if you choose, if you choose to stay committed, then you can take all of that adversity that comes your way, programs flopping, events flopping, people quitting, stuff not working out, bad reviews on Google and Facebook. I've been there too when I had my first business. If you can use all of that adversity to push you forward and you can use that to rise up and not shrink down, you can move yourself forward. You can use that adversity to make you stronger and from that adversity, you can create innovation.

Because if you choose to let that adversity help you to rise up, guess what? You're going to discover new lessons. You're going to discover new ways to look at things. You're going to get stronger and then that adversity doesn't bother you as much, but you choose to let it, to allow it to help you to rise. And from that, that's how you're able to create innovation in your business, that's how you're able to create things that nobody else has ever done before. That's how you're able to connect to the people who have always needed your help. That's how you are able to become the person that you were always meant to become. When we use that adversity and we step into that unknown terrain, we become that adventurer, we become that innovator, we become that creator because the answers aren't there. The path isn't there. The path isn't laid out for us, which is what we have when we're comfortable.

Instead, the reason why the path isn't laid out is because we're creating our own path. We're setting our own standards and we're creating our own rules and that specifically comes from the experiences that we've been through from the adversity that we've had to get through, and that's what allows us to create the innovation that we want to create, to take our ideas and make something that the world has never seen before. Whether it's putting events into your business, whether it's bringing new services into your business, whether it's tapping into your own knowledge that you have that relates to your business to create something that people can learn from, like a course or a program. But we can't do that if we stay in known terrain.

If we stay in what we know and we stay in that comfort zone, then we're never going to be pushing the boundaries and finding out what's outside of that, and you never know what's in that unknown terrain until you make the decision to get in the game and step into that space and be okay with that adversity and use that adversity to rise up and again, not hold yourself back.

And if you look at all the successful entrepreneurs that are out there that have built businesses, they'll tell you that what made them a success is the fact that they kept pushing beyond those boundaries and they never ever gave up. They made the decision that they were never ever going to give up, and I'm not going to ever give up. No matter how many courses have not gone the way I wanted them to, no matter

Episode 43-The price of success is standing in t... (Completed 12/10/19) Page 2 of 4  
Transcript by [Rev.com](#)

how many programs I haven't sold, no matter how many clients decided that they were good and we decided to part ways. No matter what happens, I won't give up because in my mind I am constantly learning new things and I'm constantly saying it's okay to get into that unknown terrain because I know that no matter what I face, I will get through it.

No matter what happens, I will get through it. I've been through a lot of crappy stuff along the way. I've been through the haters and I've been through the programs not selling and I've been through the missteps and the failures, but you know what? I keep getting back up. So if you're feeling like your business isn't moving forward and you're feeling like things aren't going right, my suggestion to you is to get back in the game and to step into that unknown terrain. It's going to cost you your current reality, but that new reality that you'll be building will be so much brighter and so much bigger and so much better and have things that you... Possibilities and opportunities that you never knew even existed. But again, the price of that is giving up the good and the things that you've always known and what's comfortable to step into the great and step into the unknown so that you can build something that the world has never seen before.

If I would've stayed in my comfort zone and continued to do marketing for people, I would have been miserable. I would've continued doing it and I was familiar with it and I know how to do it, but for me, I had to step into the unknown of coaching people and teaching people how to do these things and teaching people how to be a better leader, which fulfills my soul so much more, feeds my soul so that I can feed more souls, so that I can teach people how to build better businesses and make better things by making things better. But in order to do that, I had to step into that unknown terrain.

And has it been bumpy? Absolutely. Has it been rough? Absolutely. But I keep going and I keep getting back up. And if you have felt like, oh my gosh, we're getting to the end of the year and maybe you felt like you haven't accomplished anything and maybe you felt like I've been putting myself out there. But think about it again. At one point I thought I was showing up and I thought I was putting myself out there. And what I realized is I wasn't. I was staying comfortable. I was staying with what I knew. So I had to make a decision to do something different, to step into that unknown terrain and to use that adversity that was going to be coming my way, those mountains that I had to climb to build more innovation, to use the experiences that I had to go through to find the lessons so that I could create something different.

So if you felt like this, I hope that this message has helped you. We're getting into the end of the year and we're going to be starting a whole new year. So look back and see all the things that you were able to accomplish and also maybe where you've been standing on the sidelines watching everybody else and thinking, "Man, those are the ideas that I have and I've wanted to do that." The price of that, the price of success, is moving towards something completely unknown and being okay with whatever comes your way. Because no matter what, even if you've put all of the effort and you've done all of the hard things and it still doesn't seem like it's working, guess what? It is, and it will happen. Success is coming your way. It has your name on it and it's just right around the corner. You just have to keep going, keep being willing to fail and keep being willing to get back up, because success is in your plan. It's there for you, to create this iconic business and make things better by making better things.

So if you felt like you haven't really achieved a whole lot, I'm here to say, I see you, I hear you, and you've got this. You've got this. So if you're working on planning for 2020, really see where you've been playing it safe, and see where you can step into the unknown so that you can discover all of the amazing

This transcript was exported on Dec 10, 2019 - view latest version [here](#).

opportunities that were waiting for you. You just needed to find them and you needed to be willing to get uncomfortable so that you could build something amazing.

So until next time, remember the price of success is getting into the unknown. It's getting uncomfortable for a short period of time so that you can build a bigger, brighter future for you. Take care.