

# **How To Get Your Customers To Multiply Themselves with STEVE GORDON**

This article features an insightful interview that uncovers the secrets of achieving success, underlining persistence and determination as the true factors of achievement, rather than unbridled genius.

This is crucial as it shifts the focus from pure talent to dedication and grit, providing valuable insights for anyone seeking to level up in their personal and professional lives.

The benefit of the exercises derived from this article is to help learners firsthand understand the tactics, apply them to their own situations, and cultivate persistence and determination for higher success.

## **Quote to remember from the Interview**

"You can fail at what you don't want, so you might as well chase what you love. You have to have a world champion's habits, like a day to day. It's just by optimizing your life."

## **What You'll Learn From the Activity**

These activities are designed to engage you in a self-reflection and introspection process that helps rationalize and synthesize the lessons learned from the article. The activities will provide a platform for you to reflect on your own journey to success and how you can harness your persistence and determination to optimize your life and career.

**Activity**

Reflect on your understanding of talent and genius. What role do you think they play in achieving success?

Can you identify instances in your career or personal life where you've witnessed "unrewarded genius"? What lessons did you learn?

Do you believe persistence and determination trump natural talent? Why or why not?

Reflect on the quote "Nothing is more common than unsuccessful men with talent." How does this statement resonate with your understanding of success?

Consider your failures. Are there any instances you've failed at doing what you didn't want to do? What did that teach you?

Write about your passion. Is your daily life reflecting a chase for what you love?

Assess your daily routines and habits. Are they optimized towards fulfilling your passion? Provide examples.

Enumerate three ways you think might help turn your habits into "world champion" habits.

Have you read any of the books mentioned in the article? If so, how have they impacted your perspectives on life, work or relationships?

If you haven't read the books, choose one that sparks your interest, why did you choose it?

How can literature/resources like the ones mentioned in the article can shape one's career or views?

What does living with intent mean to you? Describe an average day in your life walked with intent.

Reflect on times when you felt 'blown around' in life. How have those experiences shaped your understanding of intent?

Elaborate on the relevance of knowledge in shaping intent?

Reflect on the quote "It's to live with intent versus just let be blown around. Get the books and open up the table of contents and flip through it." Create an action plan for how you intend to live with intent.

How would you sift through the wealth of knowledge available to you and pinpoint what's relevant?

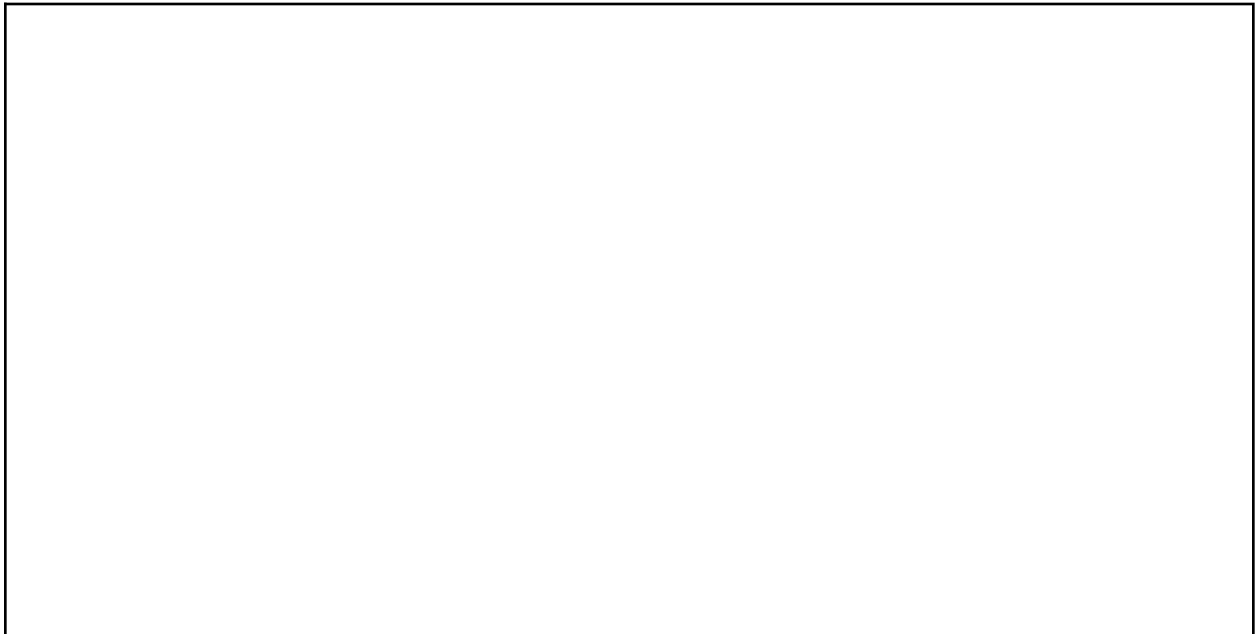
Are there any shareable interesting personal anecdotes that display determination and persistence leading to your success?

Identify and list 3-5 resources/ people/ practices that have heavily impacted your career/life views.

If you were to incorporate one thing from this article into your life, what would it be and why?

Moving forward, how do you plan to utilize the lessons learned in this article in your daily life and routines for optimizing your professional and personal life?

The clarity generated by these responses will help you in your path towards mastering determination and persistence.

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