

Commandments

1. **Don't talk people into things.** Whenever people feel they're being talked into something, they want out. Instead, poke the bear. Ask questions that make people think differently about their current solution so they can come to their own conclusions.
2. **Give people the benefit of the doubt.** There are always multiple lenses to view things from.
3. **Focusing on things you don't control is a recipe for being angry and pissed off all the time. The opposite is also true.**
4. **Doing beats consuming.** I do over IQ.
5. **Prospects don't care about what you do. They care about what you can do for them.**
6. **Everyone is under construction.** Each day has four quarters. Morning, mid-morning, afternoon, and evening. Messed up in Q1? Try again in Q2.
7. **Patience beats any hack.** It takes three years to get good at any money-making skill.
8. **Stop talking over people.** Pause for two beats after someone is done talking.
9. **You're for some people, but you're not for everyone.**
10. **Wear your retainer.** Your parents paid a lot of money for your straight teeth.