

**Daniel Hall Presents**



## **Episode 89**

# **How to Change Your Mindset and Habits to Enable a Maximum Life**

**with James Nowlin**

Welcome to this episode of the Real Fast Results podcast! Today we have a presentation that may, very well change your life. James Nowlin is the special guests for this episode, and he is “the real deal,” in every respect. He was a millionaire businessman long before he ever wrote his book, [The Purposeful Millionaire](#), and even before he got paid to do any Keynote speeches. At the age of 26 he was a young, first generation millennial success story. He even walked away from a 6-figure law practice as a corporate attorney to start his own business.

At the time, little did he know that the launch of his executive consulting firm, called Excel Global Partners, would coincide with one of the worst economic downturns in generations, which was The Great Recession. Throughout the formative years of his business, James became tougher, wiser, and stronger, growing the company to become a great success. That’s in spite of those daunting odds. James shares the story of overcoming these odds in his book. In this podcast, he’ll be chatting about how to go about getting your head on straight. Please welcome James to the show...

## **Promise: Getting Your Mindset in the Right Place**

Thanks for having me on the show, first and foremost. You should pay attention to this broadcast because you can be more, achieve more, and live more than you have ever imagined if you can get this one thing right in your life, and that’s your mindset. That’s

the 2-pound nugget on top of your head that really drives all of the success in your life. For me, I had to get my mind in order, in order to achieve at higher levels.

Having gone through a near-death accident at the age of 31... I had achieved really high levels of success. I had the flashy car, I had the flashy friends, and I was traveling around the world, doing what I wanted to do, making as much money as I wanted to. But, I was not achieving at my full potential. That's what I wanted to talk about today. It's all about getting that mindset in the right place, with the right disciplines and the right habits, on a daily basis, in order to achieve one's maximum possible life.

## The Success Formula

**I call it the success formula, and that is “Idea + Plan + Execution = Success”.** Now, allow me to explain what that formula, or that recipe, for success is all about. The “Execution” phase is really where it is at, and it's where we should be spending about 90% of our time. Some of us actually get trapped in the “Idea” phase, where we have lots of ideas swimming around in our head, or we are talking to friends and family members about our ideas, but we really don't move from the “Idea” phase into the “Planning” phase, which then leads into the “Execution” phase.

Now, sometimes that idea can mature and graduate to the “Planning” phase, but then there's analysis paralysis. **I have learned to filter out ideas by putting down a pros and cons list of all the thousands of ideas floating through my head.** That's so that I can really figure out if an idea is one that can really come into fruition. Also, what's the investment it would take to make sure the idea comes to fruition, and what is the actual plan of implementation going to look like? For example, I can't tell you, being in an executive consulting role, how many people actually approach me with business ideas for a particular app, or for a particular business process improvement procedure, or for a product that they want to develop, but it never moves out of the idea phase.

That's the frustrating thing. There are so many fantastic ideas floating around, but people have to spend a very small amount of time (and I'm talking 1-2% of their time) on just refining that idea, moving it into the planning phase (which is about 9% of their time), and really hammering out what the steps for hammering out what the execution is actually going to look like, and then doing the dirty, hard work, which is the execution of it. It's not rare for me to go to a cocktail party and someone says something like, “I'm writing a book too,” or “I'm going to be a CEO too.” **They don't realize that there's a lot of executions and a lot of hard work that goes on behind the scenes.**

Though we might not allow many people to see us sweat, that's where the most successful people are. **The takeaway for that success formula is that if you find yourself not achieving at the levels at which you wish to achieve, execute that formula and dig more deeply into it to find out what part you may be trapped in.** Unless you are trapped in the execution phase, there's most likely something going wrong with too much time or effort being spent on the idea phase or

the planning phase. The main thing is to get out of it, start executing, and that will lead to success. Idea + Plan + Execution = Success. The execution is where it's at.

## Can You Give Me More Insight into What it Takes?

**The main thing is that all of the success is not as glamorous as it seems if you look behind the scenes.** It's easy to look at someone who has a multi-million dollar company and has achieved all kinds of success and say, "Hey, these guys are flying around on private jets, riding on yachts, and living the high life," but what you don't see is them working 12-16 hour days, or the toll that this can take on a person's health, their family relationships, and so forth. We are constantly working on improving our businesses, but we are also having to work to make sure that we aren't neglecting other areas of our lives. It takes a lot of work.

**All of the glam that you see isn't natural glitter.** It's taken a lot of hard work when you see someone that's truly successful. If people could just shadow some of the most successful people in the world on a daily basis, they would see that, you know, most billionaires wake up in the morning at a very early hour and have accomplished more by nine or ten o'clock than most people achieve in an entire day. They don't hit the "Snooze" button. They are actually working and grinding it out. Some of them respond to their own emails. They are preparing their strategies and preparing for their stats to make sure that they are achieving as much as they can during the day to get their own vision right. None of that stuff is easy.

It's long days, it's seven days a week, and it's a lot of management, but for me, this is what I wanted and willed into my life. So, this is what I want, and I will not complain about the hard work and the opportunity. I would just like for other people to know that when you see that billionaire, or that person who is a bestselling author, or someone that's achieved at the highest levels, there's a lot that went on behind the scenes. Most likely, that person did not achieve it on his or her own. That person has a network of people that they are having to manage, work with, and give a part of their soul to on a daily basis in order to achieve as much as they can in this life.

## If You want Something Bad Enough, You'll do the Work

Yes, that's right. One of the chapters in [my book](#) is actually titled, "[Get Over It](#)". Another is titled, "Look in the Mirror, That's Your Greatest Competition". It's not the universe that's actually holding us back. It's ourselves that are sometimes holding us back, thinking that things are actually easier than they should be, when this whole thing about becoming a subject matter expert and becoming really good at what you do takes a significant amount of time. [Malcolm Gladwell alludes to that in The Tipping Point](#), saying that it takes about 10,000 hours of time for someone to actually become a subject matter expert or really, really good at what they do.

It does take time, even if you are a fast learner, and I consider myself a fast learner. This is true for people that are adept at picking up new technological tools and implementations, and using those to maximize and optimize efficiency. This kind of stuff takes time.

## How to Go into the Planning Phase

**Do you know where the plan is refined the most? It's in the execution phase, where mistakes are made.** It's important to not get stuck in analysis paralysis. **Again, the idea should take up about 1% of your time, and the plan should take up about 9% of your time.** There's no such thing as coming up with the perfect plan. The most successful authors, business people, and people who are published and well-known are those who know how to modify their plans and be flexible.

You've got to be flexible. **They always say that if you fail to plan, you plan to fail, but the bottom line is you should get something down on paper.** It doesn't need to be a 1,000-page business plan, or an authorship/readership bestseller plan, or anything like that. It's about getting something simple, smart, and tangible down on paper, and then quickly moving into the execution phase to say, "Hey, is this really working?" Then, if it's not, you back up and go back to your plan, but the main thing is to be executing because you'll be refining that plan constantly according to what works.

It's not until some of us grow up a little bit in business and actually graduate, and mature, and really figure out that we can plan something, and we can kind of force people to buy that product, but it's really, when you get to the execution phase, and when you listen to your customers, or to your clients, that you learn they are telling you what they want, not you telling them what you want. That refinement really happens in the execution phase. So, the plan phase plays into the execution phase, back and forth, back and forth, back and forth.

## What Does All of This Have to Do With Mindfulness?

I'm a believer in mindfulness, and in the energy of the universe. **I believe in having my mind in the right place and having a very connected relationship with the universe.** We talked about "Idea + Plan + Execution = Success". **I want to take a moment to talk about the capacity for expansion and how to gain more of it as well as what you can do to increase opportunity in their lives.**

**The first way to increase capacity is to express gratitude. That's Step 1. If there's gratitude in your heart, in your life, and in your business affairs, or your personal affairs, then your capacity to be expanded in this earth will be**

**very unlimited.** It wasn't until I had my drowning accident on August 25, 2012 that I learned to express radical gratitude for everything in my life, and I realized that nobody owes me anything and no one has to do anything for me.

I want to dig a little bit deeper on this, so that people know how this whole thing works and how they can apply it to their lives. To be very, very specific, when I wake up in the morning... Again, I keep a very regimented routine of when I go to bed at night, when I wake up in the morning, and what I do in the morning. When I wake up in the morning, the first thing that I do is, whether I'm at my home, at a hotel, or traveling somewhere and staying at someone else's house, I start to make my bed. That's the first thing, and as I am doing that, I chant "Thank you, thank you, thank you..."

This might seem silly to a lot of people, but I just mutter that out loud, just saying it to myself. **I'm putting that gratitude into the universe, and I'm awakening the universe and allowing it to know that I am expressing gratitude right now, in this moment, that I actually got to wake up on this day.** I'm expressing that gratitude in such a way that it's showing my capacity for expansion. If I were to not do that, I would sometimes wake up in a bad mood, and things kind of have a trickle down effect for the rest of the day. Maybe I would stub my toe on the bed, and maybe have a difficult conversation with someone on the phone, and things don't go the way that I want them to go.

By chanting that "thank you," as my gratitude chant in the morning, that sets all of these other things into place. So, I would advise that you do a ritual or practice in the morning that works for you. It might not necessarily be making the bed and chanting "thank you," but it might be just sitting on the floor and doing a meditation, to think about how you want your day to go, or taking 60 seconds, 2 minutes, or five minutes to think about how you want your day to go, and then go on from there.

**Another thing that is directly tied into this is the capacity for expansion.** If we show the world that we're not ready for expansion, then we will not be expanding. Let me be clear about this. In one of the exercises in our book, I ask people to walk through their house and rate it from a scale of 1-10, in terms of cleanliness and organization, whether the appliances are working, whether there are dust bunnies on the floor that are the size of live rabbits, and so on.

Then, I go back and I ask the person, "Now, you're asking for more money, and you want to make millions of dollars, and you want a house, and you want to live this wonderful lifestyle, but if you rated yourself below an 8 in any of those categories, you are probably not taking care of what you should be, and in that way, you're not showing the universe your capacity for expansion for greater things." If you are not treating your current house, your current office, or your current apartment as the mansion that you live in and that you want, then you're most likely not going to get to the stage of having the mansion that you put on a vision board or that's in your subconscious mind, which you refer to on a daily basis saying, "I want that, I want that, I want that."

You're preparing yourself for more by doing the hard work, which is doing that self-assessment and saying "You know, I'm not really taking care of my stuff, but I'm constantly asking for more. So, therefore, I need to take better care of what I actually own, so that the universe can respond to me and I can get that mansion one day because there's no need in having something if you can't take care of it. If you don't take care of what you have today, you won't be blessed with more tomorrow.

I think that if people see blockages in their lives, or they feel like the success formula isn't coming into play, they should take a moment and reflect upon their gratitude that day, and that week, and where they are in that phase. Gratitude... Radical gratitude and grace creates creativity. Opening doors for people, helping people at the grocery store, helping people to cross the street. It's the little things that allow the universe to respond in such a way where it's saying, "You know, you're putting the positive out there, and it's coming right back to you," and the gratitude takes away the blockages, and it helps us to be better business leaders.

## How This Makes You a Better Business Leader

When I find myself in a difficult business situation, or if I have to have a challenging negotiation regarding a contract, I have a competitive advantage sitting at the table because I'm thinking about gratitude in my subconscious, but I'm also breathing, and I'm slowing my breathing down. I'm inhaling and counting to 10. I'm holding it for five seconds. I'm exhaling and counting to 10, and I'm counting to 10 before I respond to the other person.

Before I know it, I'm having a conversation about what the other person wants out of the negotiation as well as what I want out of it, and we're having a meeting of minds. That's been a competitive advantage tool that I get to take with me to the grave. It's breathing, and it's having grace during communications, and during challenging communications with people, so that I can get the best out of them, and they can get the best out of me. The mind moves from the emotional to the rational because when the mind is thinking emotionally, the mind can't really think rationally. From a business perspective, we've got to work as much as possible to move from an emotional state to a rational state so that you can achieve the best possible outcome.

**It's all about elevating the conversation to a different level.** When that kind of behavior happens, you're modeling appropriate behavior to the other person. It's kind of call and response. So, you're putting that positive energy out there, and instead having this, "Let's bang heads together," type of approach, or "Let's raise our voices type of approach," you're breathing and that person's modeling your behavior, and what happens is you start listening to one another. When you start listening, you start hearing what the other person's objectives are, and that person starts to hear what your objectives are. Then you can go to the writing board and come up with a conclusion, which will be a solution that would be good for both of you.

# How to Go into the Execution Phase

Your plan is going to require refinement, and it's going to require flexibility. It's something that you're always going back to. This is my 11<sup>th</sup> year as the CEO of Excel Global Partners. We've done work in 15 different countries and 20 different states. We've expanded tremendously, but we're always going back to our business plan. It's something that's not static. It's something that I've had to show more flexibility with over the years, as our brand has gotten bigger, as our company has gotten bigger, because it's not static. It's flexible, and the bigger we get, the more flexible that plan has to be. But, on a day to day basis, we're really focused on the execution and delivery to our clients, and what we need to do for our people out there in the world. That's all about execution and getting that hard work done.

## Do You Have Any Hacks for Implementing More Efficiently?

**My #1 hack is to get the heck out of bed in the morning.** I know that for a lot of people, including my life partner, they consider themselves nighttime people, but there are significant studies out there which show that people who force themselves to wake up in the morning are so much more productive than others. For me, even as a morning time person, I used to wake up around 6:30 or 7:00, but now I've put the practice into place where I move my clock down by 10 minute intervals, and then 15 minute intervals, so that I wake up somewhere between 5:00 and 5:30 every single day.

**During that early time, I've got what I call my "me time".** I get to focus on my consciousness and my subconscious as well as what my plans are for the day, but I also out the really challenging things of the day. What I'll do is write down a list of three things that I know I have to knock out that day that are extremely hard. That's because willpower is finite. We have a finite amount of willpower on a daily basis. It's not infinite.

If I had to go to my laptop, or sit at my desk, at 9 o'clock at night after having a day of grinding it out with meetings and having to use my brain, and moving from Point A to Point B, and traveling, and doing all of these things, my willpower is at a minimum. If I've got a difficult task to do, it's going to be ten times more painful to do that task, and I'm going to be many times slower at doing that task if I hadn't done it earlier that day when I first woke up in the morning, when I was fresh, when my creative juices were going, and when I had minimal disruptions.

**One of my hacks is that I'll keep my phone in airplane mode.** I will not check my email. I'll turn my computer off. I'll go straight into those difficult tasks, and I'll knock them out. I'll find myself knocking them out in record time because my brain is not tired, my body is not tired, and when those three tasks are done, I'll find myself

celebrating, and I'll get really happy. Everything else after that is kind of downhill for the rest of the day.

So, I've got the hard stuff in the morning, I have the relatively mundane stuff in the middle of the day, and I try to have as many meetings as possible in the afternoon because that's when my brain's really tired, and that's when most people are a little bit sleepy, after lunchtime. That's when I get on the phone and talk to other people, and they kind of wake me up a little bit. But, it's about timing the most difficult tasks of your day during the time of day when you have the most willpower. Put the hard stuff first and the easy stuff last, and you'll find your productivity skyrocketing.

I really find myself enjoying my evenings a lot more. I spend time with my family and wind down. This allows me to potentially read fiction in the afternoon, which I need to get a little bit better at. You know, having the right side of my brain working because the left side of my brain works all day long, and it's my little reward at the end of the day to read some fiction and maybe have a glass of wine, or whatever I do to reward myself at the end of the day. But, the day is so much smoother, and things are so much more efficient, and I find myself being on time for meetings. I find myself giving my best to meetings, and giving my best to people, because the hard stuff is out of the way.

Then, at the end of the day, if I haven't accomplished a certain task, I will put a little note by my nightstand, and it's what I need to accomplish the next day. For example, if I did not knock out one of the three tasks that I was supposed to finish early on that day, I'll put a little note by my nightstand, and I'll mentally leave my mind... You know, let that thought escape my mind so that I can have really deep, restorative sleep. I'll say, "You know what? It's on that little Post-it note by my nightstand, and I'm going to pick that up tomorrow, but for right now, I'm not going to pick that up in my mind."

I'm going to focus on restoration and deep sleep, not on worrying about what tomorrow will bring. That's because, if I know anything, I can accomplish more in just a few hours in the morning than if I worry about it all night long, get bad sleep, wake up cranky, not do my meditative exercises of saying "thank you" when I wake up in the morning and make my bed, and saying those things. The process becomes so much more "dragged along".

It becomes agonizing, and it's like having an 800-pound gorilla on your back. You're wearing this stuff, and you're carrying this stuff that should have been left right there on that Post-it note, and sleep should have been the priority instead of thinking about the work and doing it time and time again throughout the night, and then having to do it again the following day. When I do my work, I do it one time. I touch it one time. I'm not going to touch it during my sleep, I'm not going to touch it during my morning, and I'm not going to touch it during the evening.

I'm not going to wear it like an 800-pound gorilla on my back. I'm going to do it, I'm going to knock it out, and I'm going to move on. If for some reason, I haven't finished a certain task, it stays right there on that Post-it note, and my subconscious is freed up,



knowing that I can dream about happy stuff and not about that really hard task that I have to do the following morning.

## What Other Strategies Do You Have?

I've got my smartphone here, and one of the things that these smartphones, and laptops, and iPads, and different devices have done to us, is they keep us constantly wired and thinking that we have to respond to everything on a moment's notice. We talked earlier about putting things in airplane mode when you're working and knocking things out early in the morning. **We can improve our family relationships, our relationships with our spouses, our children, our extended family, and our friends by being present.**

Just like when I write those things down on that Post-it note, and I say that I'm only going to do a task one time. I'm not going to sleep on my task. I'm not going to dream about my task. I'm not going to do it at the wrong time of day, which ultimately makes my business plan less sustainable. But, with human relationships, it's about being present. It's about turning the work off and being fully present. For example, I haven't turned my smartphone on while I'm talking to you. I'm fully present, and I'm listening to the questions. We need to do the same thing with our kids and with our spouses. Then we can witness those relationships become even better.

It first starts in the investment with me. If James is not his best with himself, he cannot be his best for the world. So, we can step away from these devices in the same way and say, "You know what? I've got the one thing that I didn't accomplish on my little Post-it note, so I'm going to give this person (spouse, child, etc.) my undivided attention and then we're going to go from there." Then what happens if you have a really rich conversation of listening, of calling and responding. So, things start to get better. You start taking care of yourself better, and then those people start having better communications with you, and they start lifting you up.

It's all about this whole energy play of getting more from people as they are getting more from you because you're not distracted, and you're not doing the work multiple times. So, put the smartphones away and put the devices away. Put that stuff in airplane mode, and focus on what people are saying. It's going to make you better in business, going to make you better in your personal life, and the benefits are not only going to go to the other people, but the benefits are going to come to you.

## Final Thoughts

This whole thing boils down to getting one's mind in order, not to just achieve one's dreams, but the reason why we are authoring, or in business, or working is to actually achieve wealth. **That is the result of what's going on in your mind, and everything starts with the subconscious.** So, just remember that. If you find yourself thinking negative thoughts, if you find yourself in a rut, it's because of what's

going on in that subconscious of yours. I've worked really hard as an executive coach for different CEOs around the world (which I'm really fortunate to do) to help people to tap into their subconscious, and to get to their greater self, which means greater achievement and ultimately means greater wealth.

Now, people talk about passion and all of these kinds of things. Passion doesn't mean anything if you can't pay your bills. Sometimes we get a bit antsy when people are talking about financial success, or wealth creation, or wanting to make X amount of millions of dollars, or to become a billionaire, or whatever. It's okay to talk about those kinds of things, and it's okay to plant those seeds in your mind. For me, whatever I put on my vision board... I look back on years past, on what I actually put on that vision board, and it has come true. That's because I planted the seeds in my subconscious with rituals and habits that have reaped dividends for me financially, and from a business perspective, and a personal perspective.

Daily habits, doing the work, doing rituals... **It might sound monotonous to you guys, but those rituals are just like you are chipping away at a block of ice every single day.** You're eventually going to have a beautiful sculpture, and it's all about chipping away, every single day, with those good habits, and positive disciplines, to get to where you want to be. You know what? If you want to saw a million bucks, you can do it. If you want to have a \$10 million company, you can do it. If you want to have a \$100 million company, you can do it. But, first it begins in your subconscious, and then you do the work, and the work is habits, exercises, rituals, some of which I've talked about today.

## Connecting with James

So, our launch for [\*The Purposeful Millionaire: 52 Rules for Creating a Life of Wealth and Happiness Now\*](#), started on April 25<sup>th</sup>. We are very much looking forward to the launch date, and we believe that this book is going to be a best seller. I will tell you right now that the book will be a best seller because I've meditated upon that for the past two years. I said, "I want to create a bestselling book, to get this message of prosperity and the exact things that need to be done in order to achieve that prosperity to people in this world."

So, it's going to happen. It's part of my vision board. I promise you. James Nowlin is going to have a bestselling book, and that book is going to be [\*The Purposeful Millionaire\*](#). This book will hit shelves everywhere on April 25<sup>th</sup>, 2017. You'll be able to find it on Amazon.com, or wherever you look, or you can visit our website at [www.PurposefulMillionaire.me](http://www.PurposefulMillionaire.me). You can also visit [www.JamesNowlin.com](http://www.JamesNowlin.com) to find out more.

## Resources

*The Purposeful Millionaire: 52 Rules for Creating a Life of Wealth and Happiness Now*

*The Tipping Point*

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