

REJECTING THE LIFE OF SUCK:

*A Modern Day Proclamation and Call to Action
for the Determined*



BY TODD BERGIN

A NON-COMMERCIAL DOCUMENT FOR THE DETERMINED

REJECTING THE LIFE OF SUCK

A Modern Day Proclamation and Call to Action for the Determined

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PAY IT FORWARD: I encourage you to share this document with friends and family. Maybe they'll brush it off. Or maybe you'll be doing them a big favor. Either way, I encourage widespread dissemination of this document. Only the reader will know if this document is right for him or her.

HYPERLINKS IN THIS MANIFESTO: I like to use hyperlinks to send you to source material or more information. Click those links with confidence that you are being sent somewhere worthwhile.

REACH OUT: I can be reached through my [website](#). Reach out to me anytime.

WARNING: This document is full of opinions. My opinions. I fully expect there to be people out there who will disagree with me on various opinions that I hold, and some to even passionately disagree with me on this or that. But I embrace that, as I wrote this document with the understanding that there will be disagreement. I fully respect differing opinions and ideas on what I've set forth.

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REJECTING THE LIFE OF SUCK:

A MODERN DAY PROCLAMATION AND CALL TO ACTION FOR THE DETERMINED

You have a day job. Money is always a struggle: before you even earn your next check, the money is gone.

Saving any measureable amount of money for retirement is never going to happen.

You have an education, but each day it becomes more and more worthless to you as well as everyone else on the planet.

You are doing work that you are no longer interested in, or were never that interested in to begin with.

You hardly have any time for your family, and you have little time for yourself.

You get little or no exercise.

And as your life passes by, more and more you realize that time is your single most valuable asset.

But you are running out of it.

You are sick and tired of all of the nonsense and bullshit that goes along with keeping a day job.

AND MOST IMPORTANTLY, YOU ARE SICK AND TIRED OF WASTING TIME.

If this is you, then you are indeed living the Life of Suck.

And it's time to change that. Right now. Today.

PREAMBLE:

WHAT YOU CAN EXPECT TO READ IN THE FOLLOWING PAGES

A BRIEF INTRODUCTION

My name is Todd Bergin, and I'm a serial entrepreneur who cherishes my life free from the working stiff grind. And I want you to live your life free of the grind, too.

If you finish this document, you will learn a little about me, why I view the world the way I do, particularly in regards to working a 9 to 5, and you should have a feel for my passion in helping people move on from employee to self-sufficiency and all of the freedoms that come along with that life.

In this document I will touch on moments from my own entrepreneurial journey. The point of sharing these points with you is to allow you to get to know me a little, as well as to allow you to have some sort of understanding as to how I came to think and

operate the way I do, why certain things have worked (or not worked) for me, and to provide you with an overall perspective of what life can be like for the entrepreneur.

But right now, let's focus on this proclamation.

As stated above, it is in this proclamation that I share an outlook that I have that I have formed after years of hard work, both as a working stiff and as an entrepreneur.

IT IS IN THIS PROCLAMATION THAT I ENCOURAGE YOU, EVEN CALL UPON YOU, TO TAKE ACTION AND TO REJECT ANY AND ALL COMPLACENCY IN YOUR PERSONAL AND PROFESSIONAL LIFE.

By doing so, and by eliminating all of the common fears and objections to actually getting started, working hard, working smart, and being unique, you can create, maintain, and grow the life you have always dreamed about.

I know that sounds cliché, but is true. I don't have to try to convince you of that point, because you already know that it is true.

I encourage you to read this document in its entirety, and to revisit it often. To get the most from this document, you will need to read it more than once.

I also invite you to send it to your friends, family, and everyone you know who might benefit from reading this proclamation.

Additionally, I encourage you to reach out to me and to share your thoughts on this proclamation and the ideas I put forth within.

Finally, I encourage you to spend quality time on your own to assess your situation, consider your options, and, as much as you can, to turn the focus of all of your energy on bettering your life in every way imaginable, starting with restructuring your professional life and crafting it in a fashion that allows you to begin to live your life the way you have been dreaming about.

It is my desire that you learn how to live a much more productive life so you can live freer and hopefully live a much happier life.

It's there for the taking. And I'm here to help.

WHO SHOULD READ THIS DOCUMENT

I want as many people as possible to read this document. Even though this document isn't specifically for everyone, some people might come

out of the document with a new perspective, or with new ideas. If so, that's great!

In this brief proclamation I am addressing the hard working, yet frustrated, overworked, under-compensated, overly stressed, financially strapped, overwhelmed working stiff who has played by all of the rules, lives a life as it has been dictated by society, who is determined to make big changes in their life for the better, and who is going to move on from dreaming about it to actually start to make it happen, starting now, and not later.

So, you may be a frustrated, overworked, under-compensated, overly stressed, financially strapped, overwhelmed working stiff who has played by all of the rules, who lives a life as it has been dictated by society, who is determined to make big changes in their life for the better.

If this is you, I'm really not addressing you in this proclamation. But reading this proclamation might

just nudge you to get off your ass and do something about it.

However, if you are all of the above, AND you are going to move on from dreaming about it to actually making it happen, and you are going to start today, then yes, I am addressing you in this proclamation. And I would love to hear from you.

On the other hand, I have no interest in trying to drag unmotivated worker bees into a new train of thought. It isn't worth the frustration for you, for me, or for anyone else who would be affected.

THE BOTTOM LINE IS THAT EITHER YOU WANT IT, OR YOU DON'T. YOU ARE GOING TO EITHER FIGURE IT OUT AT ALL COSTS, OR YOU AREN'T.

If you have no sense of urgency, then you aren't even ready to get started. This proclamation is for those

who want it and want it now, and who are willing to make it happen and at all costs.

WHAT AM I SELLING IN THIS DOCUMENT?

I am not selling anything in this document. This document is 100% sales pitch-free, 100% affiliate free, and, aside from sharing with you just briefly what my mission is, and with a few links to my website, this document is 100% plug-free.

One can argue that I'm selling ideas in this document. But I don't see it that way. Because I don't personally give a rat's ass whether you agree with me or not on any or all points. I didn't write the document with the mindset of winning everyone over. That would be an exercise in futility and quite frankly, would be a bore for everyone involved.

Instead, I see this proclamation as somewhat of a rallying cry to inspire like-minded people to get

started, or to continue on a path that they have already started. People who haven't gotten started yet can read this document and use it as one of many tools they have to build confidence and inspiration, and for those who have already gotten started to further support and to lift their spirits when they encounter setbacks or doubt.

That pretty much covers all of the housekeeping crap. Let's roll up our sleeves, open our minds, and move on to bigger and better days. One word at a time. One day at a time.

Let's start with gaining an understanding of what I believe is the Life of Suck.

PART 1 : THE LIFE OF SUCK™

Are you living the Life of Suck as I've outlined it above? You remember that part of the document, don't you?

If so, this document is for you. And I know where you are coming from.

I've lived the Life of Suck. And I have a general idea of what it's all about.

Well, I at least know what the Life of Suck was for me, and I'm sure many of you will be able to relate.

IF YOU WORK FOR SOMEONE ELSE, THEN SOMEONE ELSE HAS TOTAL CONTROL OVER YOUR TIME AND YOUR MONEY. I CAN'T THINK OF ANYTHING THAT SUCKS MUCH WORSE THAN THAT.

Think about it: If you work for someone else, then that person determines your compensation, determines when you work and when you don't work, approves your time off, has control over how much you earn, and assigns to you your daily work load.

All of that sucks.

And then add to it the misery that comes along with having very little time for your spouse, your children, and your family and friends.

I don't care if you are well paid, or have great benefits and other perks. I don't care if you enjoy your work or not. I don't care if you feel "fulfilled."

If that is your life, I'm not knocking you personally. In no way would I put someone down for holding a day job and working hard at it.

If you are happy with what you are doing as an employee, that's 100% pure awesomeness. And more power to you, my friend.

But the way I see it, and many others see it, is that if you are not personally in control of your compensation, hours worked, when you can take time off, what you work on each day, or when you get to see your family and spend time with them, then in a lot of ways, life is a big bowl of wrong that you have to gobble up each and every day.

And even more importantly, if you are not in control of your own time in general, which happens to be your most valuable asset whether you have yet to come to that realization, then things are not nearly as good as they could be if you found a way to become independent.

Whether you agree with me or disagree with me, and whether or not you are insulted by my “Life of Suck” fact pattern, you are here for a reason. I cannot imagine too many people determined to hold a day

job the rest of their life even coming across this document.

The bottom line is, you are either ready to do something to break free from the grind and improve your life, or you aren't.

Are you ready today?

THE LIFE OF SUCK SUCKS

If you are living it, I really need not say more. But I will, anyway.

You know exactly what I'm talking about.

**NOT A DAY GOES BY WHERE YOU
DON'T THINK ABOUT HOW YOU AREN'T
LIVING THE LIFE YOU DREAMED OF.**

Not a day goes by where you don't dream of being financially stronger.

Not a day goes by where you are free from work-related frustration.

Not a day goes by where you don't consider the fact that you would rather be somewhere else and doing something else.

You hear about other people living freer, more exceptional lives. Lives you can only dream about as it stands today.

And the days turn into weeks, weeks turn into months, and months turn into years. And you see no end to the frustration you are feeling. But you feel it every day.

The urgency you feel about wanting a better life gets more and more pronounced.

You're at a point where you want it so bad you can taste it in your spit.

You have played by all of the rules set forth by your parents and grandparents, and look where it's gotten you.

As a result of becoming so invested in your current life and with little time and money to spare, you just never seem to make a serious effort at making change.

THE REALITY IS THAT YOU ARE NOT ALONE, AT ALL.

I've been there. I've lived that shit. Even to this day, in many ways, I live that shit. Sure, I don't go to work anymore, and I have much more time than I used to for figuring things out, but I'm not on easy street by any means.

For you, the big question is, what are you actually doing about it? Or what are you going to do about it?

Are you still in that phase where it is easier to turn on the television and sedate yourself so you can get through yet another day that you know you cannot afford to lose?

That may sound harsh, but believe me when I tell you that I truly do sympathize.

I've been in your shoes.

I've lived the Life of Suck.

And I did something about it.

So can you.

HOW I'VE LIVED THE LIFE OF SUCK

As stated above, I've been there, and done that. Never again. Ever.

THREE WORDS SUM UP MY FEELING ABOUT SENDING A RESUME OUT EVER AGAIN AND WORKING FOR SOMEONE ELSE:

FUCK THAT SHIT.

Just like most of you, I was dutiful and I followed all the rules.

Once I got into the workforce, I hated it. I absolutely fucking hated just about everything about working for other people.

The way I see it, I had paid my dues. I had worked hard, received a great education, yet I was still

dealing with all of the same working stiff lifestyle frustrations as a professional that I had dealt with prior to being a professional.

It didn't take long for me to realize that I had had enough.

Perhaps I had unrealistic expectations in the big scheme of things.

I never thought that I was owed a damned thing, so it's not bitterness that drives my hatred for having to work a day job.

I knew I'd have to work my butt off once I entered the workforce (which I did as an attorney, more on that later), but I didn't think I'd be dealing with the traditional employee/employer nonsense that I had dealt with in other jobs I had held over my younger years. I figured that after dragging myself through law school that somehow I'd be in a world where things were different, at least to some degree.

But it wasn't.

When I was working as an attorney, I generally felt like my employers couldn't really give a shit less about me or anyone else working under them, so long as the billable hours were up there.

As stated above, I'm not bitter about that. Would I have liked the working stiff lifestyle to be different as a professional than it was prior to my being a professional? Sure. I thought it would be. But that wasn't being realistic.

I cannot over-emphasize that I'm not angry about my experience in the workplace and the realities that I came to know. Quite the opposite, actually.

I consider those years to be paying my dues in learning about being a professional, learning about the realities of the professional workplace and professional lifestyle, and having time to grow as a person, a husband, a father, and an entrepreneur.

And if my experience had been different, I might still be pushing paper on files that I had no interest in being involved with.

I actually look back on my professional days as a great learning experience that has enabled me to get me where I am now and continue to move forward to a much better life.

At this point, I'm done paying my working-stiff dues. I have no interest in holding a day job, and living that lifestyle where I was rushing around all over the place, and had no time, not enough money, dealt with the usual workplace nonsense, and with my health going to shit because I had no time to exercise or focus on eating healthy.

And I have no interest in raising my children to follow the path that I followed to become a working stiff. I have no interest in selling the same lies to my children that I heard for years growing up.

You know those lies, don't you?

THAT SAME OLD TIRED NONSENSE, THAT IS, THAT IF YOU ARE GOING TO DO SOMETHING OTHER THAN WORK AT MCDONALD'S, YOU ARE GOING TO HAVE TO GO TO SCHOOL, GET GOOD GRADES, GO TO COLLEGE, AND YOUR LIFE WILL WORK OUT THE WAY IT IS SUPPOSED TO.

THAT TIRED OLD LINE IS PROBABLY ONE OF THE STRONGEST LIMITING BELIEFS THAT CARRIES OVER FROM GENERATION TO GENERATION.

Total nonsense.

And I have no interest in seeing you continue to sell that lie to yourself, either. I have no interest in your being boxed in by that belief any longer. Look at

those worn out rules as nothing more than outdated people pushing life-limiting beliefs.

The advice your parents have preached to you, that is, “get good grades, go to college, so you can get a good job” is way past its expiration date. And what do you do with food that is past the expiration date? You throw it away.

Throw that limiting belief out the window. It’s garbage.

Back when I worked for other people, every day of my life sucked to some degree. And that suck was most often related to the job, and only the job, rather than other things in life.

But when I graduated from college, and prior to my professional life as an attorney, I had been a self-employed entrepreneur.

So I’ve lived both the working stiff grind and the

entrepreneur lifestyle. I went from entrepreneur, to working stiff, and back to entrepreneur again.

Which life do you think I much preferred?

My entrepreneur experience prior to law school wasn’t as productive as I would have liked, but it was a truly awesome experience and I was damned lucky to have it.

And despite that, and even though I knew better, I pivoted and decided to give it all up to go to law school so I could become a better-paid working stiff in a “safe” career. I did this because I wanted more than my entrepreneurial efforts had gotten me, but didn’t see many other choices at the time.

This experience was pre-internet, which was key. In no way would I make that decision to leave entrepreneurship for law school with what I know today.

But hindsight is, well, you know the old saying...

So anyway, I gave up being an entrepreneur and fully embraced the suck, even though I knew better.

Back when I had my own business prior to law school, I began to envision myself 10 years out, and did not see myself doing what I was doing then. At the time, I was running a fresh market, I had 14 employees, and I was generally happy, but I knew this business wasn't what I was going to do for my entire life. There was more out there, I just didn't know what it was going to be for me at the time.

For whatever reason, I had come to a conclusion that to be more financially secure than I was as an employer and entrepreneur, I had to make some changes... fast.

Because I didn't have any other plausible entrepreneurial aspirations at the time, (mainly because the internet wasn't quite what it is now, meaning, I didn't see it's potential for me as a professional), I rolled the dice on law school with

the idea that when I graduated everything would be great, and that I'd have a job I was happy with, with enough money coming in that I'd be financially secure for life.

And I fooled myself, big time, on a few of those points. I allowed myself to be sedated by the old world rules that I had heard all my life.

PART 2 : THE LONG-EXPIRED LIMITING BELIEF SYSTEM HAS YOU LIVING THE LIFE OF SUCK

It doesn't matter where you are in life today. The odds are that you want it better than you have it.

I DON'T GIVE A DAMN WHETHER YOU ARE A DITCH DIGGER, OR YOU ARE IN A SIX-FIGURE CAREER, THE FACT IS THAT YOU WANT IT BETTER.

The problem is that, depending on where you are in life, you may be heavily invested (as I was) in your education and your career.

You've taken the advice of your parents, grandparents, and educators, and you've worked your butt off getting your education.

And you, like me, place a high value on your

education. We've worked hard for our education, and put out a lot of time and money to earn it.

But nobody else gives a shit about your education and the value you place on it. If you aren't at your job today, someone else with the same education will be there tomorrow.

And you've entered the workforce and given all of your time and energy to your career, and if you are like most people, you are nowhere near as far along as you thought you might be.

YOU'VE SACRIFICED YOUR MOST VALUABLE ASSET - TIME - TO GET WHERE YOU ARE TODAY.

**AND WHERE EXACTLY ARE YOU TODAY?
THINK ABOUT THAT FOR A MINUTE.
THINK ABOUT IT LONG AND HARD.**

Where are you today?

Are you where you want to be? Are you even close?

**YOUR LAST DAY IN YOUR CURRENT JOB IS
FAST APPROACHING**

For most of us, each day we live married to the workforce, we are just putting off the inevitable – the day you no longer work where you are working today. Or the day you no longer can work where you are working today. Or the day you are no longer welcome to work where you are working today.

Or some other scenario which puts you out of your job and with little or no money coming in, and the

challenge of having to recalibrate your life to new realities.

You should consider that scenario every chance you get. Think forward to the day where you are no longer in your current day job. How will that happen for you? How is it happening right now for others where you work?

Are there routine layoffs? Are people leaving for “better” jobs?

When will it be your turn? And how will it happen?

Do people at your work complain about their job? Do some people leave for supposedly better jobs?

When is it going to be your turn?

And when people you know leave their jobs, are they really getting it any better? Is life better for them after the change, or is it more of the same?

CONSIDER YOURSELF: IF YOU LEFT YOUR CURRENT JOB TODAY, HOW DIFFICULT WOULD LIFE GET ALL OF THE SUDDEN?

And how quickly could you find opportunities that would somehow make life better?

However you choose to look at it, for most people, working a day job is a dead end, filled with unmatched restraints on time and financial freedom.

And when it comes to an end, no matter how that happens, are you prepared mentally and financially for that day?

BUT...YOU HAVE PLAYED BY THE RULES

For all intents and purposes, you and everyone else have played by the rules, at least for the most part.

By no means am I any sort of historian. But I'm quite certain that never before in the history of mankind has such an awful set of limiting beliefs been put into place and carried out so dutifully by generation after generation of people who, for the most part, have never even questioned whether or not these expired beliefs actually ring true.

But, you have followed this belief system, and what have you gotten in return?

Most likely, a big bowl of shit, just like most of the other folks out there who have 'followed the rules.'

Perhaps you have a job you hate. Or not enough income. Or not enough vacation. Or not enough time for your spouse and kids. Or not enough control over your time. Or no control over how much you earn. Or very little control over your career advancement.

Perhaps you have all of those problems and with no other palatable choices in the job market.

If this is you, your life as it exists today is in large part a product of that old world belief system. That tired old set of rules that expired long ago should be thrown out or at least reconsidered.

Whether you move on or not, millions of people will never move away from that limiting belief system, or from the life it leads them to. And that's fine for them.

There is no reason to dump on anyone for working hard and trying to do what they are supposed to do. The old rules have been pounded into all of us for years and years and people tend to run in herds, so the fact that most people take day jobs is noble and honorable, but that route wasn't for me – and it's not for you any longer.

The life that I was living after following the rules wasn't fine for me. For the most part, life was a

miserable little rat race when I was doing what I had set myself up to do. I didn't want to live my life being miserable every day.

And the odds are that if you are reading this document, living your life as you currently are, which may be much like the life I was living, wherein your time and money is dictated primarily by your working stiff job, isn't fine for you anymore, either.

IT'S TIME FOR YOU TO DO SOMETHING ABOUT IT.

It is important to understand that living your life as you are living it today isn't completely your fault. Again, you were told what to do from the moment you exited the womb.

And there is absolutely no need to point the blame anywhere.

Not at your mom, not at your dad, not at anyone else.

The bottom line is that society has its norms. And all sorts of people want us to live within the norms. And we were preached the norms from the moment we were born.

Reject all of that crap.

Unless, of course, you prefer to live a life full of nonsense and bullshit and worry and heartbreak and instability and lack of direction and taking it in the butt every day of your life in every way imaginable from all the employers you'll have over your lifetime.

PART 3 : THE OLD CAREER RULES NO LONGER NEED APPLY

FOR THOSE WHO DO NOT WANT TO PLAY BY THE OLD RULES, THE OPTIONS ARE LIMITLESS.

IF THAT IS THE CASE, THEN WHY LIVE IN A LIMITED WORLD, CAGED IN BY LIVING LIFE THE WAY OTHERS ARE LIVING IT AND IN A FASHION THAT WE'VE BEEN TAUGHT BY PEOPLE WHOSE BELIEFS HAVE EXPIRED?

If you don't want to live your life with all of the nonsense that comes with a day job, then you don't have to, as the old rules need not apply to you any longer and the time has come to bust out of the

corner that you have painted yourself into. As stated above, it is easier now, more than ever, to choose not to follow the rules your parents preached, or to continue on living a shitty existence where every workday is dreadful and full of doubt.

The time has come where you don't need to be a part of that world anymore.

WHAT ABOUT YOUR COLLEGE EDUCATION YOU'VE WORKED SO HARD FOR?

If you are getting ready to go to college, or are currently in college, there is nothing wrong with getting a good education, and I even encourage it.

The problem is that most people get an education mainly for the purpose of getting a good job because that's what they were told to do. That is what they were told would work.

ONLY, FOR MOST PEOPLE, IT DOESN'T WORK OUT THE WAY THEY IMAGINED.

As for getting an education, I do believe that going to college to get basic skills and to mature a little bit with the plan to become an entrepreneur can be very valuable, so long as the mindset isn't to get the degree with the idea that you can go get a job and be happy, because I really do believe that for a great many people charting this course, happiness just isn't possible.

It is a natural human instinct to always want more. But charting a course through college so you can get a job is only going to get you so far. What happens when you get into the workforce, and still want more?

Your education set you up for a certain job. Sure, you may advance. But then you may not. And the odds are that you will not advance in your job (and neither will your pay) at the same rate as your expenses increase.

When considering college, or wondering how you will ever learn newer skills without having to go back to college so you can start your own business, the reality is that most of the great skills you would learn in college to help you perform well as an entrepreneur can be had online for free.

Heck, I'd even argue that there is more for you to learn online for free than you'll ever learn in 4 years in college, and you'll learn it in a fraction of the time.

And you'll be more productive in every facet of your life.

Whether you are in college and wondering how the chips will fall, or out of college and considering how to get started as an entrepreneur, the bottom line is that by simply getting started and working various ideas you

have, you are moving forward and you will learn as you go.

You cannot let all the hard work you have already done to get in your way, and if you are young and starting out, you cannot let the old rules cloud your judgment.

Get started today. There is no time to waste.

But are you ready? Is the time right?

WE ARE NEVER TRULY READY, AND THE TIME IS NEVER RIGHT.

Despite that, do you have what it takes to have a strong chance at survival as an entrepreneur? Consider my entrepreneurial guiding principles that I like to refer to as my Entrepreneurial Ethos.

PART 4 : MY ENTREPRENEURIAL ETHOS

I'm not a science or biology wiz, not even close. But I do think that a set of rules that I subscribe to, and live by, for the most part, have become more and more a part of my genetic DNA as the years go by.

And these rules allow me to stay clear of the Life of Suck and instead keep me on track to live an exceptional lifestyle.

I've never thought of these rules as special, or magical. And I'm floored when others tell me that living life by these rules is indeed living a special life.

Only, I don't see it that way. I'm wired this way. These rules have (almost) always dictated my actions. But they were learned, over time, one day at a time, and are a result of my all of my life experiences added up.

And, if you can learn to have these rules the dictate your actions, you will find your way.

MY ENTREPRENEURIAL ETHOS

As stated above, my Entrepreneurial Ethos is what has steered me away from living a working-stiff lifestyle and instead has me living a remarkable lifestyle.

There is no doubt that you too can live a more remarkable life as well, and living life while adhering to my ethos will help guide you to happiness and prosperity as an entrepreneur.

The rules that make up my Entrepreneurial Ethos are as follows:

1. IF I WANT A BETTER LIFE, I MUST ALWAYS BE TAKING ACTION.
2. I MUST LIVE OR DIE BY THE BIG DECISION.
3. I MUST ONLY TAKE ON 'NEW WORLD' ENDEAVORS.
4. I MUST ONLY TAKE ON PROJECTS THAT I WILL ENJOY.
5. I MUST BE UNIQUE, AND I MUST BUILD BOLD AND UNIQUE BUSINESSES.
6. I MUST HAVE NO FEAR OF FAILING.
7. I MUST BE MYSELF AT ALL TIMES.
8. I MUST WORK TO BUILD MULTIPLE STREAMS OF INCOME.
9. THE TIME TO GET STARTED IS ALWAYS 'NOW.'

Staying true to my Entrepreneurial Ethos has been no guarantee of the financial success of any of my pursuits, but it has guaranteed my success at being focused and enjoying my work, working smart, and generally doing what makes me happy and working on things that I have a passion for.

MY ENTREPRENEURIAL ETHOS HAVE ALSO ALLOWED ME TO BE UNIQUE, AND TO COMPLETELY DITCH THE FEAR OF FAILING, AS WELL AS HAVING THE TIME TO FOCUS ON IMPORTANT THINGS LIKE FREEING UP TIME FOR MY WIFE AND CHILDREN.

Who wouldn't want all of that?

Let's consider each rule of the Entrepreneurial Ethos, one at a time.

ENTREPRENEURIAL ETHOS RULE #1:

IF I WANT A BETTER LIFE, I MUST ALWAYS BE TAKING ACTION

Aside from perhaps trying hard for a major lottery win, if you want any chance at a better life, you have to want it, and you have to be willing to take action.

However, time and money, or lack thereof, are the main reasons why people never get started.

Don't let this happen to you.

TIME

EVERYONE HAS THE SAME 24 HOURS TO THEIR DAY, AND WHAT SEPARATES OUT THE PEOPLE THAT LEAVE THE LIFE OF SUCK FROM THOSE THAT DON'T IS HOW WE THINK ABOUT AND UTILIZE OUR TIME.

Everyone with a day job has all the same problems with time as the next guy. Their entire day revolves around being at the job. All of the working stiff's morning hours prior to work involve getting ready for work, and all of their hours after work revolve around family and/or winding down the day.

When you have a normal job, where could you possibly find the time to get a business going?

There are a lot of ways one can think about and use their time that will help them make the transition from the Life of Suck to a life of awesomeness.

In the summer of 2015 I read a book by Hal Elrod called [*The Miracle Morning*](#). This book was a game-changer for me. If you have not read this book, I highly recommend it to be the next book that you read.

Anyway, Hal Elrod has a process for getting more done before 8 a.m. each morning than most people get done in their entire day. Initially, Hal started getting up around 6 a.m. and getting things done, and he gradually got up earlier and earlier and found that the earlier he got up, the more he got done. That makes sense, doesn't it?

Ultimately, Hal was getting up at 4 a.m. to get things done!

He has an entire routine that I won't go into, but his first hour is waking up, brushing his teeth, getting hydrated, meditating, journaling, exercise, and the like. From then on he is working.

Hal found that in the three hours between 5 a.m. and 8 a.m., he was getting done more work than he ever did with a normal workday!

Then there are others, like Pat Flynn of [Smart Passive Income](#), who like working later at night after the kids are in bed. He finds that he does his best writing after spending the evening with his family and everyone else has gone to bed, and he can focus free of distraction but with the comfort of knowing he spent time with his family that night.

I don't think either Hal Elrod or Pat Flynn take the day off completely outside of the early morning or late

evening routine. They both work their asses off all day long, for the most part!

The point is you work your ass off too, don't you? But in regards to time, how different is spending time at your day job any different than if either of these guys works a 9 to 5 in their home office? They still work early in the morning and/or late in the evening.

And so can you.

You just have to get out of bed and get things done in the morning. Or you have to turn off American Idol and Family Guy and get things done in the evening.

EVEN SPENDING ONE HOUR PER DAY IN BUILDING YOUR BUSINESS IS BETTER THAN TURNING ON THE TELEVISION AND GOING TO BED PISSED OFF THAT YOU JUST THREW AWAY YET ANOTHER DAY.

I know doing those things may be a tough sell for some, but if you want it differently you have to be different than everyone else. You have to work in the morning, or in the evening, or both!

If you want to leave the Life of Suck, then you have to be determined to leave that life, and you have to make the time necessary to make it possible for you to succeed with it.

Every little bit of time you put towards your endeavors will help you build your ladder, one rung at a time.

MONEY

There are two money problems for people: Having extra money to put towards starting something online, and having enough money to finally leave the day job.

MONEY REQUIRED TO START A BUSINESS

Who in their day job really has a lot of extra money lying around to invest in a business? If you had a lot of extra money, you might not be reading this because you'd already be doing something different.

With the Internet, the cost of getting a business going is not prohibitive. And the rewards, if successful, can pay off in dividends.

Let's say to get started, your startup costs will be \$10,000.

That's a LOT for many of you, and for most people, but that's okay.

First, you won't need to come up with \$10,000 all at once. You can pay as you go and as you need things. Rome wasn't build over night.

Let's start with your website. You need one. You can register a domain for as low as \$1 at GoDaddy.

Your hosting fees and various other fees might add up to a few hundred dollars. But you pay for these things as you need them.

You hire someone to build your site, or you learn to build your own site. I've done both. I much prefer hiring someone to build my site, but I gained valuable experience learning how to build my own site.

And I didn't pay one cent to learn to build my site. Well, that's not completely true, I did subscribe to Lynda.com so I'd have access to TONS of tutorials that basically covered everything I needed to know about building a Wordpress site and installing and configuring plugins.

Even with that, I utilized YouTube, which is filled with great videos on how to do it all – and I probably could have done it all without a subscription to

Lynda.com. Meaning I could have learned to build a Wordpress site for free.

And building my own site was a lot of fun, too! Frustrating at times, but fun nonetheless.

The point of all of this is, you can be up and running in no time, paying as you go, and in a timeframe that jives with your comfort level, learning valuable skills, and having fun, in your spare time away from your day job.

**THERE ARE PEOPLE OUT THERE
MAKING SIX FIGURES OFF OF THINGS
THEY ARE PASSIONATE ABOUT AND
WITH WEBSITES THAT COST THEM
MUCH LESS THAN \$10,000 TO BUILD
AND GET STARTED.**

Just stop and think about that return for a minute.

In the old world, and even today, just buying a turnkey franchise could cost \$500,000 or more just so you could have a chance at earning your first dollar! And that option comes with all sorts of responsibilities and expenses that getting started on the Internet does not have.

When going online, your potential return on investment is so much more, and your risk and up-front costs are so much less!

ENOUGH MONEY TO LEAVE THE LIFE OF SUCK

One very common problem for people getting started is that they think that it is only worth their while to even try to get started as an entrepreneur if they can quickly make their monthly financial requirements.

For instance, if someone needs \$10,000 per month to live on, the first mistake many are going to make is

to think about how fast they can get to that \$10,000 so they can leave their job.

And when they realize it might take two years to get there, they give up before even getting started.

That is a huge mistake!

Derek Halpern had a great YouTube video called "[How to Earn \\$10,000 Per Month](#)" that he released in 2013 that discussed this problematic mindset many people have that prevents them from starting up.

Without going into everything Derek discussed, one of his main points is to focus on the first \$500, and nothing more.

How hard is that?

Well, it isn't necessarily easy, but it's a whole hell of a lot easier to go after your first \$500 than to go after \$10,000 per month.

He suggests going after that first \$500. Once that reasonable goal is achieved, he suggests doing it again. And again. And again.

Sooner than you might think, not only have you gone after your first \$500, you are going to be going after your first \$500 per month.

If you can do that, then you focus on \$1000 per month. Once that is achieved, then you focus \$2000 per month.

IF YOU WORK YOUR BUSINESS DILIGENTLY, YOUR INCOME CAN SNOWBALL, FAST.

And you can indeed do this in your spare time, if you need to keep the day job to remain financially stable.

All sorts of opportunities will come about just from getting started. And by getting started and remaining

diligent, you will ultimately create a snowball effect, accumulating more followers, more customers, more money, and more opportunities.

Nothing is going to happen overnight. For most people, you aren't going to start one day and six months later you've quit your job. That will happen for some, but not for everyone. But that is no reason not to try. You could be one of the people who find a very successful niche. You never know!

But it takes time, and it takes persistence.

The thing is, you have to get started, sooner than later.

Do not be the person that allows time and money to get the best of them, because at some point in your life, you are going to face this.

The time is now.

ENTREPRENEURIAL ETHOS RULE #2: LIVE OR DIE BY THE BIG DECISION

If you want a better life, and before you take action to leave the Life of Suck, you have a lot of big decisions to make, obviously. However, you have one big decision that comes before all other decisions, and that is, do you maintain the status quo, being financially strapped, terribly unhappy, and with no control over your time, or do you do something about it?

We both know the answer to that question.

THE THING IS, ONCE YOU DECIDE YOU ARE GOING TO DO SOMETHING ABOUT IT, GET OFF YOUR ASS, TRASH THE EXCUSES, AND ACTUALLY DO SOMETHING ABOUT IT.

No putting things off.

No letting days turn into weeks, which turn into months, and quickly turn into years.

You have to start, now. Period.

You have to set aside time. You have to set aside money.

You have to get up earlier. You have to stay up later.

You have to turn off the television. (I know, the horror!)

You have to quit reading self-help books, and listening to all of the self-help podcasts and videos, and start doing it for yourself.

You have to budget your time so you have time to put to this endeavor.

You have to commit. Live by your decision, or die by your decision.

Get a calendar, start a journal; do whatever it takes to get your butt in gear and committed to this and work it every day.

ENTREPRENEURIAL ETHOS RULE #3: **TAKE ON ONLY NEW WORLD ENDEAVORS**

You can't waste your time thinking old world.

By starting something that is strictly online, you will get the biggest bang for your dollar, and you'll get the biggest bang for every minute you spend on your project.

The Internet is global. Your potential customer base is global – it includes everyone with an Internet connection. It includes everyone with a smart phone or wireless device.

That is a huge pool of potential customers!

Take advantage of the Internet. Take advantage of

social media. Build your audience. Get to know your audience. Let them get to know you. Put yourself out there.

There is a high probability that you already play with the Internet and your mobile devices all day long. Instead of wasting time playing Candy Crush with those tools, use those tools to your advantage. Use them productively!

Most of the tools you will use to build your audience are free.

Your potential audience is on the Internet and their mobile devices right there with them. These people are potential customers, and they are hungry for more. Give something to them.

ENTREPRENEURIAL ETHOS RULE #4: **TAKE ON PROJECTS THAT YOU WILL ENJOY**

Every self-help entrepreneurial guru out there will tell

you the same thing – to stand a chance, you have to do something that you are passionate about.

While I don't think that is 100% accurate, it is probably the best place to start.

So get started by making a list of things you are passionate about. Consider your hobbies, your interests, your career and education – consider your life in general to identify things that you are both passionate about and how you can help people with similar passions.

For instance, you could be passionate about Pinewood Derby competitions that the Boy Scouts of America has held for generations. Let's presume you are so passionate and knowledgeable about this topic that you choose it as your niche.

YOU THEN NEED TO BECOME THE GUY ON THE INTERNET THAT PROVIDES A

TON OF VALUE TO EVERYONE ELSE ON THE PLANET THAT IS INTO THAT SPECIFIC NICHE.

Create your website. Create videos. Set up social media accounts and be active on them. Create a Facebook group that is focused on this pastime. Focus all of your energy on being the Pinewood Derby guru.

When you do this, a world of income potential will be there for you to take full advantage of. Create 'how to' eBooks, for sale or for free. Create videos. Start a podcast. Engage the crowd on social media. Grow with your tribe.

And most importantly, create an insane amount of value.

You do this, and you will be selling all sorts of things related to this pastime. You might be selling tangible goods, such as Pinewood Derby racing kits with all the best parts to making a fast car. Or you might have a lot

of value you provide for free, but then a 'members only' area with subscription access with videos and information only available to subscribers.

The point is that you need to become immersed in doing something that you enjoy – that you have a passion for. And legions of people will see and feel that passion, and will want to be a part of it. These people won't be able to get enough of what you are doing.

And neither will you.

ENTREPRENEURIAL ETHOS RULE #5: **UNIQUE SELF, UNIQUE BUSINESS**

This really boils down to having a 'key differentiator' or several 'key differentiators.'

As a client, I've gotten to know Jaime Tardy (Jaime Masters, now) of Eventual Millionaire, and she has always told me that without a strong key

differentiator, you are going to be the same as everyone else.

What will make you different than everyone else?

WHAT IS IT THAT YOU CAN DO WITH YOUR BUSINESS TO MAKE YOU STAND OUT AS THE #1 AUTHORITY IN YOUR NICHE?

Using the Pinewood Derby example, there are plenty of people online already that have websites devoted to the Pinewood Derby. What could make you different than all of them?

You start by identifying your competition, identifying their strengths and weaknesses, and finding ways to set yourself apart from your competition.

Let's say that you want to start a Pinewood Derby page, and right from the start you want to sell

Pinewood Derby racecar kits. You set up a sales page so you can take and fulfill orders.

But let's presume all of your competition does the same thing.

However, it might be that none of your competition has a phone number on their website where potential customers can call to ask questions and take an order.

That could be one key differentiator right there – a phone number on the page that goes to a cell phone so you are always available to these people. And you commit to answering it seven days per week. Imagine that!

I have actually done this with one of my businesses, and it is amazing the response that I get. People love being able to talk on the phone to someone about something they are passionate about and about items that I'm selling that they are considering buying.

During the phone call, you'll answer their questions, which is valuable, but the caller will also get a sense for the passion you have for the pastime. Not only will you get more orders, but also you'll get larger orders.

I've done this, and it works.

There is no shortage of ways that you can differentiate yourself from your competition, and the phone number differentiator is only one way.

ENTREPRENEURIAL ETHOS RULE #6: **NO FEAR OF FAILING**

If you want to leave the Life of Suck, you have to ditch any fear of failing that you possess.

YOU ARE GOING TO FAIL. YOU ARE GOING TO HAVE SETBACKS.

BUT IF YOU ARE LIVING THE LIFE OF SUCK, THEN YOU ARE ALREADY FAILING, AND YOU ARE ALREADY DEALING WITH BIG SETBACKS.

It's just that now you are choosing between two different kinds of failing. Which do you think is worse?

With either choice you make, you are going to lose money.

With either choice you make, you are going to lose time.

Only by starting your business, when you lose time and money, you can learn from those mistakes. And you can do something about it. When you learn from mistakes, you will grow and prosper.

When you lose time and money living The Life of Suck, there is no growth other than the size of your

list of regrets, and the amount of time you have lost enriching someone other than yourself.

Thomas Edison was one of the most successful inventors in the history of mankind. He also racked up one of the largest lists of failures in the history of mankind.

But he learned from his failures, and the education he received from that list allowed him to profit beyond his wildest dreams.

Mike Trout, a Major League Baseball player, is consistently one of the best hitters in all of baseball, and is consistently a home run king. But he is also the league's strike out king. He strikes out all of the time. But he doesn't quit. And it shows.

If you work hard enough and learn how to prosper from your mistakes, you will actually come to embrace your mistakes, and even come to embrace your failures. Because it is out of failure that you learn

about how to avoid failures later. And because of your skill and acumen in dealing with failures, you will quickly identify potential failures and deal with them in a fashion that allows you to lose less time and money over the failure.

Failing is a part of process in saying goodbye to The Life of Suck – embrace it.

ENTREPRENEURIAL ETHOS RULE #7: **BE YOURSELF, OR BE DEAD**

When you get started, don't try to be someone you are not. Don't try to be passionate about things you are not passionate about. People can sniff that out and it will hurt you in the long run.

Don't try to craft personas that are not who you really are. No matter how hard you try to craft a particular persona, people are going to see you in all sorts of ways that you never imagined you'd be seen.

And trying to keep up an appearance of a manicured

persona is exhausting and is an exercise in futility. Be yourself, and you stand a much better chance at success. Be yourself, and your successes will come naturally.

And in the end, you'll be happier, more successful, and you'll be able to sleep at night knowing you are giving it your all.

ENTREPRENEURIAL ETHOS RULE #8: **CREATE MULTIPLE STREAMS OF INCOME**

Some business ideas are going to succeed, and other ideas will fail.

Some business ideas will reach limits, while other ideas are limitless.

But how would you know prior to getting started?

Every successful entrepreneur I have ever known or have studied spreads their focus over a variety of projects.

At a point where you have more time, working on numerous projects at one time isn't difficult, particularly if each endeavor is similar to the others.

As you learn to do what you are doing, applying that knowledge to various projects at the time is actually quite easy.

So work to get several things going. Start with one project, and when the time is right, start another.

And within one project, find multiple ways to profit off of it.

GROW YOUR STREAM. GROW MULTIPLE STREAMS. FIGURE OUT HOW TO GET AN INCOME COMING IN YOUR DIRECTION AND FROM NUMEROUS SOURCES.

Once you get going, you'll be really happy you did.

ENTREPRENEURIAL ETHOS RULE #9:

THE TIME TO GET STARTED IS ALWAYS 'NOW'

You don't have time to waste.

If you are anything like I was back when I was working a day job, you are terribly unhappy with the job you are in. You worked hard, followed the Rules of Suck, and your life as it is today isn't quite what you imagined it would be.

Maintaining the status quo won't change one thing in a positive direction for you. The only changes you will experience maintaining the status quo is the amount of time you have lost, the amount of money you have left on the table, the amount of frustration you have, and the amount of regret and frustration you ultimately experience.

Think about how you feel today, and imagine not making any changes to your life and ten years have passed by. Where will you be then?

PART 5 : A FEW FINAL THOUGHTS

Your journey starts today, but the big question is, where are you today? Where would you like to be?

A QUICK SELF-ASSESSMENT

It all boils down to being honest with yourself.

Where are you today?

WHERE WILL YOU BE IN 10 YEARS IF YOU STAY THE CURRENT COURSE?

Where would you like to be in 10 years?

Even more importantly, where would you like to be in one year? In two years?

And, perhaps most importantly, what are you prepared to do about it right now?

It's time for you to get started.

Don't waste any more time. Quit dreaming about it, and hit it head on.

Be yourself. Be awesome.

SHARE YOUR STORY

I would love to hear your story. Feel free to contact me through my [site](#) and share your story.

COME ALONG FOR THE RIDE

I'd be honored to have you follow along with me and be a part of my journey. Committing to the adventure

only takes a second, and you can break free from it any time you desire.

And I'd like to be a part of your journey. Visit my website and sign up for my newsletter, or reach out to me via the contact page and tell me your story.

THANK YOU FOR READING

Okay, you made it to the end of over 40 pages and nearly 10,000 words!

I cannot tell you how thankful I am that you have allotted time in your busy life to consider what I have to say, and consider the thoughts I have as outlined in this manifesto.

**I AM FOREVER GRATEFUL TO YOU, AND
I WANT YOU TO LIVE THE LIFE YOU
WANT TO LIVE, AND I AM HERE FOR
YOU IF YOU NEED ME.**

I encourage you to reach out to me, and I will do everything in my power to help you out.

In closing, I want to leave you with something to think about:

**WE ONLY HAVE SO MUCH TIME IN THIS
LIFE TO MAKE IT PURELY AWESOME.**

WHAT ARE YOU WAITING FOR?

AND WHAT IS HOLDING YOU BACK?

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