

Peter Voogd

Announcer: Welcome to the Eventual Millionaire podcast – with your host, Jaime Tardy. Real talk and real advice from real millionaires, with a sharp focus on you – the Eventual Millionaire.

Jaime: Welcome to Eventual Millionaire. I'm Jaime Tardy and I am super excited to have my good friend Peter Voogd on the show. He is CEO of the Game Changers movement plus he also created Six Months to Six Figures, which is insane. You guys ask me for that stuff all of the time and we're going to go over his blueprint for that so I hope you are excited today. Thanks so much for coming on the show today, Peter.

Peter: Thanks for having me, Jaime. I'm excited to be here. I'm energetic and ready to go.

Jaime: We've been chatting for years – a friend of mine interviewed you and he was like 'You need to connect with Peter' and I was like 'I know, he was awesome,' and then I found out you're a millionaire so I should have you on the show. What the heck? How did I not know? I've known you for years.

Peter: Three, I think, maybe four.

Jaime: A long, long time. Before we were as cool as we are now, right?

Peter: We're growing in coolness every month!

Jaime: I agree. They should be tracking these changes! So why don't you tell us a little bit about how you got started and everything? You started when you were 15, right?

Peter: Yes. I want to simplify it because I realize that people want to hear the story but I really want to get into the tactics and give them as much value as possible. So when I was 15 I realized I could not stand hard labor. My dad own a construction company, all of my friends worked for him, and I could just not stand it – I would rather do other things, like play sports. I got introduced to eBay and the fact that you could take something, put it online and sell it to anywhere in the world was just mindboggling to me. The turning point for me, if I had to simplify it, was that I was selling a pair of shoes – I would buy them and sell them for more, buy them in bulk and things like that – but a friend of mine was working for my dad, all day long, about eight hours shoveling sand, and I told my dad 'I can't make it. I can't work today, I've got other things to do,' – he's not stupid, he knew I obviously didn't want to work – and I checked eBay and I had made \$91 and I realized my friend made \$63 working eight hours straight, sweating, doing hard labor. So that's when my young mind was like 'I'm onto something here. I don't know if I'm ever going to work a normal job.' So that's where the entrepreneur bug came from and it was exciting to me. When I was 18, I can't say I was pressured with the decision, but my parents and friends and everyone around me were like 'You should get a normal job, that's what everybody does,' and I was like 'Well I don't want a normal job,' and they were like 'Well you've got to start that way,' and I'm sure you've heard that before, like 'You have to start that way, society says that's the right thing to do,' so I actually did get a job and, as you can guess, it was very miserable – I worked at a casino, valeting cars. It was \$7.05 an hour and I would work hard, I actually got two letters written to the casino about my customer service, and my pay

wouldn't change, I still made minimum wage. There was a guy who had been working there about six or seven months longer than me, a lot older, got paid a little bit more, did bare minimum, so I was so confused because I was adding more value to the casino, helping more customers, I was in a better mood, I was making people feel great when they walked in and I was getting paid minimum. So I was sitting in the valet booth, 18 years old, a junior, going onto senior year, I looked at my calculator and I times the \$7.05 by 40 hours a week, minus taxes, and I realized that no matter what I did all summer, that was exactly how much I was going to make. I felt trapped and it was very demotivating, where no matter what I did, I could show up late, I could do the bare minimum, so I had that bug where I had to get out of it. So I lasted two and a half months there and promised myself that I would never work another normal job again – not that jobs are bad, just that it wasn't my thing. So I went to college and got into direct sales. I had so much energy and ambition inside me I didn't know where to put it. I got into direct sales and it was with Vector, if you've heard of Cutco.

Jaime: I just had Hal Elrod on the show!

Peter: He did the same thing. I did well on that and I built my way up to where I was a sales rep and I was one of the top sales reps but I realized that I didn't just want to sell, I wanted to scale and build a big team, so I did well as a sales rep and I was excited because I had the change to create my own schedule, create my own flexibility and maximize my income based on my potential, so it was my second real taste of entrepreneurship, besides the eBay thing. I ran my own office – it was an opportunity where I was able to go up to the Seattle area and run a whole area and build a sales team, but if you've ever run a sales team it's a lot different to motivating yourself so what was scary for me was that I could motivate myself pretty easily but motivating other people to act is the difference between day and night – which is why a lot of achievers can't be leaders. I've seen that many times – they fail because they don't know how to lead, they just know how to achieve. So I went into the leadership side of direct sales and I miserably failed. I had about \$10,000 saved up, I was young, and in my first four or five months I totally failed, all of my money was gone and I was working 70-80 hours a week and I wasn't getting any results. So if anyone can relate – I was working morning and night but wasn't getting any results, I was just treading my wheels and I wasn't sure what was going on. So fast forward a couple of months – I almost gave up on the entrepreneur thing. I had two options – I could either give in and get a normal job and go back to other people telling me what I was worth, or I could figure the stuff out. I always say there was a quote that changed the game for me because it really did – I was at a seminar with my company and someone talking said if you want to be **[internet cuts out here]** So the reality is I realized who I was associating with was not who I wanted to be and a lot of them were okay with their mediocre results. So I totally got clear on what I wanted, I shifted my circle of influence, and I started reaching out to only the top people in my company and I was dedicated to personal growth, I found a mentor and in that next five months I was able to make six figures. I've figured out now what the blueprint was, exactly what I did, but it was that desperation that caused me to reach out to people, to elevate my circle of influence and to really put my head down and grind and I make a lot of sacrifices – I missed family events, I didn't go to some things that I needed to go to, I was sacrificing but because I did that at age 21, 22, 23, it's caused me to have a great lifestyle after that. That's kind of beginning journey in direct sales. I don't know if we should stop there and continue going into what I did after direct sales.

Jaime: I definitely do. For some reason the internet cut out right before you said the quote, so do you mind saying the quote? Then I have some questions on that six months to six figures because I know people are excited about that.

Peter: Perfect. So the quote I heard that really changed the game for me was 'If you want to be a millionaire, who do you talk to?' and the answer is 'Billionaires – because you'll get there faster.' So what I did from that point on, it was just a light bulb, it was an epiphany for me, like 'Oh my gosh, I'm communicating with the wrong people,' so that night I wrote down a list of five people I could reach out to that had the results I wanted and beyond and I reached out to them, I only associated with them, I got all the tips from them, I wanted them to mentor me, so from that moment on I took the action and thinking from those people and it caused me to cut my learning curve in half and not make the same mistakes that they did and I was able to break the all-time company record for doing \$1 million annually as well.

Jaime: It's so insane – it makes perfect sense and people have probably heard it before, but actually writing out the list and making the changes in your life is very, very different. So why don't you tell us a little bit about this blueprint? People have probably heard little pieces of this before but actually implementing it is way different, so tell us about the six months to six figures, because you did it and you help other people do it.

Peter: And I've done it in different industries so it's not like I think this blueprint works – I've been in the trenches, it's experiences based on results and facts. So the first step to six figures, and I realized that back then it wasn't a blueprint, it was just me taking action and figuring things out, but now that I've realized it's a blueprint it's helped a lot of people – so the first step is absolute clarity. Not just clarity on where you're going, but clarity on who you are, what your strengths are, and you need to fast forward five or six months down the road and get clarity on your ideal outcome. This is where people don't do this – you have to fast forward and ask yourself 'What would my ideal business look like? What would my ideal team look like? How much money would I be making monthly? How much would I have saved? What's the culture of my business and how am I feeling? What are the feelings that I'm experiencing in six months, when all of my dreams come true?' I remember fast forwarding, and at that point it was a campaign, so it was to the end of the campaign, that was the biggest campaign that our company had, so it was 'At the end of August, that's when I want to feel all of these feelings and have my team be where it is,' and that's the first step, was I got clear on what I wanted, I got clear on who I was and I got clear on my strengths – what I was good at and what I wasn't good at – and then I reverse engineered back from the ideal outcome in six months. So I set 90 day challenges and then I set monthly milestones and then I broke it down into weekly action steps. So the first thing is clarity and then another thing with clarity is you really have to figure out who you are and your values. A lot of people reach out to me, and I know you get this, and they say they want to do this, this and this but they don't know what's important to them. To me, the reason I'm an entrepreneur, number one for me is family and being able to have flexibility and autonomy to do whatever I want whenever I want, even more than financial freedom. The second thing for me is impact, influence and legacy. A lot of times, more than financial success, I want to build a legacy and a movement with what I'm creating for the younger entrepreneurs and for everyone that wants to be successful. Third is financial freedom. A lot of people put things that have to do with money first – 'I'm money hungry!' and then they realize 'Oh, shoot, I have \$500,000 but I have no time.' A quick story about the clarity issue – when I finally made six figures I was working 80

hours and so I had no time. I thought 'What good is this? Yeah, I have six figures and I'm not broke anymore but I have no time. Now I'm working 80 hours and actually getting results, cool,' so in that next 6-10 months I read every single book I could on productivity, I studied every top CEO, thinking 'How can they run \$300 million businesses and have a family?' So I studied them and I flipped it so that the next year I was able to increase my results by 30% but scale back to working 20-25 hours because I learned how to scale and build a team and things like that, which we'll talk about, but that's the first thing – figure out your big five for the next six months and figure out who you need on your team to get to that six figure mark. Of course another clarity issue with the six figures blueprint is you have to figure out if you're in the right opportunity – some people literally can't make six figures with their job. They can't be like 'Hey, boss, can you raise my pay five grand a month, please? I promise I'll do a better job.' They can't. So for people who are in a job they don't necessarily love or are going to stay with, what I recommend is they need to pick a date, because the date makes it real. I'm sure you've said this – where it's like 'June 1st, I am done. It's on the calendar,' and then you can hustle and grind mornings and nights, you have so much time to figure out who you're going to connect with, to figure out your business, and at least you know it's real. I talk to a lot of people who are like 'Yeah, I'm going to be done here, I'm not sure when,' and I look at them six or seven months later and they're like 'Yeah, it's not yet,' and they never have any intensity towards a date. So that's the first step. Do you need any clarification on the clarity issue? Pretty simple?

Jaime: I agree with all of it! Good.

Peter: So that's number one. So I got clear on who I was, who I wasn't, and then I didn't want to live like I was living. I couldn't even afford drive through, it was that bad. I was living in a one bedroom apartment, 400 square feet, with a mattress, no box spring, and I was so sick of it I was just done. So the clarity I had was 'I am sick of this.' The second thing I talked about was then you have to shift your circle of influence, you need to evaluate the top five people you're around the most and you need to make sure you write a list of the five people you're going to connect with who have already done what you're going to do in your industry or your company and schedule conversations with them, take them out to lunch and make sure you're asking intelligent questions because they are the ones that can cut your learning curve in half. I learned early on that most people set goals, they set year goals, and 100% of it is just the goals and writing them down. 50% of your goals have to be who you can connect with that will help you reach those goals faster. People skip that – they'll have all of their goals and be like 'I look at my goals daily!' but do you know who to connect with that can elevate your goals and get you there faster? They usually don't. So I have two lists that I help people with and they are their maintenance friends and their growth friends – everyone has maintenance friends where you want to stay in contact because you've had them for quite some time and you send them a Christmas card because you feel like you kind of have to, they don't really raise your standards. I feel like you're either hanging out with people that are holding you accountable and holding you to higher standards or you're hanging out with people that let you off the hook – there's no in between. So make a list of your maintenance friends and make a list of your growth friends – and you need to lower your time with your maintenance friends and raise the time with your growth friends as well as connect with the people who are the top five in your company or industry. There's nobody you can't get a hold of. There's a kid in my academy who just turned 17 – do you know Houston Gunn?

Jaime: Not yet, apparently!

Peter: I believe he's moving to Texas. He has a book out called 'How I Plan to Graduate High School a Millionaire: Secrets to Success.' He reached out to a hundred entrepreneurs to just get endorsements or to connect with them. One wrote back to him – and it was Donald Trump. Donald Trump loved what he did and what he was about – he was 17 and promoting becoming a millionaire at a young age. You should definitely connect with him. The reality is you don't know unless you ask and Donald Trump liked him so much he flew him to Trump headquarters in New York. Houston's great, we've connected many times – he has a kid's magazine that's coming out, he has a show that he's doing with Sony, I believe. He's doing so many great things because of that endorsement but the reality is that he wouldn't have gotten any of that if he hadn't actually taken the risk and reached out to people. There's no one you can't get a hold of. So the second thing is shift your circle of influence and make sure that you are not holding on to people that are letting you down or letting you off the hook or not challenging you because I feel that it's the people you're around that raise your standards – if you hang out with five millionaires, you'll eventually be the sixth. If you hang out with five intelligent people, you'll eventually be the sixth. But, if you hang out with five idiots...

Jaime: You already are!

Peter: Exactly.

Jaime: What I love about what you said is you don't need to get rid of them. I like your distinction – I've had people come on the show and be like 'Get rid of them!' and people are like 'But we've been friends since we were little,' so I love that you said just decrease the time – we can still connect, we can still send Christmas cards, but just decreasing the time makes a big difference.

Peter: 100%. What Grant Cardone says is if you still have only the friends you had in high school, you're not growing at all – you need to start growing. And it's really true – if you're holding on to the friends you had before you became who you are now, you're not growing or they're not growing. You will have that growing pain, where people don't relate to you, they're not talking about the same things, and it's challenging, but if you want that exceptional lifestyle, you have to do it. It's not even an option.

Jaime: I did the same thing as you – I heard the quote that you're the sum of the five people that you're with the most and I was like 'Crap!' and then made a list and created a mastermind group and starting doing networking and now it's insane. Of course my income and revenue has gone up substantially since then and it's not just that but it's being around these people who are utterly amazing and pushing me forward too. They hold my feet to the fire a lot so it's awesome – I love step two. What's next?

Peter: What's next, I want to share how powerful this one is too – you have to increase the most important account you have, which is your confidence account. Once you shift your circle of influence, you have to increase your confidence account. Everybody has something in them called their confidence account and everything they have accomplished up to this point is based on that account, period. And here's the scary thing – you're either helping or hurting that account with every single choice you make. There are a couple of things I go through as far as confidence goes but I want to tell this story, just staying truly authentic, and I think it's a powerful story – I was 23 and I

had a good amount of money saved, like well over six figures, and I'm 23 years old so that's not bad, right? I was going to take some time off, I was getting a little lethargic, and my mentor at the time, who's a multi-millionaire, said 'Peter, what are you doing? That's not that much money – what are you thinking?' That was a distinction – if I didn't have him kicking my ass like that, telling me that's not a lot of money, I would have settled easier, I don't know if I would be as ambitious as I am now. You say your mentor holds you on a fire – it's so true and people don't understand that until they get people who are playing the game at a higher level, so I wanted to go through that. So your confidence account – realize that you have to understand that every single thing you do either elevates your confidence or tears it down, there's no in between. The first thing is the choices you make in the moment – so should I get up or should I stay sleeping? Should I go to the gym or should I stay home? Should I write in my book or should I go out and watch football? Most people accumulate easier choices over time so their confidence just keeps going down and down and down. So what I tell people is that you have to develop an identity with yourself so that whatever you say, your actions follow, because the more you talk and don't follow through, the less respect people have for you and, eventually, no one believes you. To be honest, a lot of people these days – and I'm just being blunt, I've tirade over 5,000 people are there are common themes – most people, when they say they're going to do something, they know they're not going to do it. They know that – and that's not a way to live; you'll never get to a six figure income if you can't follow through on your word and that builds your confidence. So the first thing is the choices in the moment. My good mentor, Isaac Tolpin, who has a company called Choose Growth – his whole business is based on choosing growth – think about the choices you made in the moment which are harder versus easier and what happens to your confidence. It's as simple as being in the car and thinking 'Should I listen to a success audio or music?' and sometimes it's like 'Ah, music!' You are not getting excitement beyond the activity producing it so you don't grow at all. If you listen to something that sparks your mind you get ideas, you get more resourceful, you're more confidence, and then you're addicted to doing things that increase your confidence and most people are addicted to things that don't increase their confidence and they take the easy way out. So I think that's the first thing; another thing that's huge is consistency. If you don't have consistency it's very challenging to keep your confidence high because you're up and down, you're starting and stopping, starting and stopping, so what I was doing at the beginning of my career is I would get pumped up and then I would stop – I would get excited and work hard and then stop – and your confidence wavers, so you've got to make sure you're consistent. Another thing that really helps is not fearing people – I could talk about this for an hour, but a lot of people fear what others think and that holds them back. The more you fear people and the more you fear what others think, the less effective you are as a leader and as a person. Think about it like a teeter-totter – do they still have those around?

Jaime: Of course they do! A great childhood game or toy, I don't know what you'd call it.

Peter: If someone fears people, this is their effectiveness as an entrepreneur. It goes like this as they don't fear. It's just being conscious – there isn't a specific tactical action plan, like 'Here's step one of not fearing people,' you just have to be conscious. Whatever you write, don't worry – as long as you're true to yourself and you stay authentic, that's huge. Every multimillionaire I've talked to, whether it's a pro athlete or an entertainer, they're so in tune with who they are, they don't care what other people think. They're so on-purpose with what they represent and who they are. They're content with who they are so they realize that most people who talk down about them, it's their own insecurities. People will judge you regardless so just be who you want to be – and I think that

helps your confidence a lot so that's another thing. I think a big one is courage on doing things that you don't feel like doing in the moment and making the tougher decisions, not just as far as choosing growth but doing things you know you should be doing and reaching out to those people you know you should be reaching out to. When you make that decision to reach out to that multimillionaire or you make the decision to go to that seminar when you maybe couldn't afford it, those are things that really help your confidence and I'm sure you could think of many more but there are a lot of different things but just make sure you are aware. When I shifted my circle of influence, every decision I made I was very careful that I was congruent to my vision. My goal was to do \$1 million annually but I was thinking and acting like a \$750,000 manager, so no matter what I did action-wise, my mindset was not set to make the \$1 million. So then I shifted and I said 'I need to think and act like a \$1 million manager,' and that's when I hit it. So everyone who wants to be a six figure entrepreneur, you're wanting to be a six figure entrepreneur but you're acting like a five figure entrepreneur so you need to make sure you're congruent in everything you do. The last thing is – and this is such a big lesson from me – make your decisions based off your standards and values, not your emotions or feelings.

Jaime: I love that. Tell me more.

Peter: My good friend Eric Thomas says that behind every feeling is nothing, but behind every principle is a promise.

Jaime: I heard some of that. Let the internet catch up and then we'll find out. There we go.

Peter: Cool?

Jaime: Yes.

Peter: Hold on, I can't see you, you're paused. You're giving an evil smirk so I'm scared of you right now!

Jaime: You should be!

Peter: Hold on, still there.

Jaime: Really? Weird. We're okay on my end. So we heard most of the quote, do you mind saying it one more time just in case?

Peter: Where are you? Okay, go ahead, what was I saying? The Eric Thomas quote.

Jaime: It's only when you say quotes so say the quote again and then maybe we'll stop saying quotes because it stops every single time! Go ahead.

Peter: So Eric Thomas, a good friend of mine, says behind every feeling is nothing but behind every principle and standard is a promise. So if I had to pinpoint one of a couple of things that shifted my success and my income and my influence and my lifestyle it was that I started making decisions based on my legacy and my vision and my standards and my principles versus my feelings because those who do what they feel like don't do very much ever. So I think that's huge. Another thing, too, if you're in that almost six figure stage, you have to think and act like a millionaire but you have to live like a college student. So I was living like a college student, making a six figure income and

thinking like a millionaire. See, that's the key. So that's the third thing – increase your confidence account, which is huge. Next, which is a big one – consistent energy and motivation so you don't get burnout. There are a couple of different energies – there's the mental, there's obviously the physical, and you want to make sure that you're doing both. This is not an exciting topic for me but one thing that really helped me after I shifted my circle of influence and I had the confidence was that I need to make sure that I sustained energy. I think that energy is the zest of life – I don't want to get too much into energy but you need to figure out what foods bring you energy. You have to eat for vitality – I say nothing tastes as good as health feels. So after you shift your confidence you're excited, you're having fun, you're finally getting some results and you're on your way to six figures, be careful, because most people get so pumped about results they forget to take care of themselves. I'm sure you've talked to CEOs that are making \$20 million but their health's bad. You can't get your health back. So there's physical, emotional and mental – physical is making sure you're working out consistently. I would recommend working out 4-6 days per week and just do 20-30 minutes because you can't separate your body from your mind. When you work out, you're stronger physically and you're stronger mentally. Fear is physical so when you work out you're going to take on bigger tasks for the day, you're going to have a sharper mindset for the day and then for emotional, here's the key, figure out what emotions you've had, think about the top three accomplishments you've had in your life, think about the best three things you've ever done and think about the emotions it took to do those things, what you were experiencing – ambition or courage or confidence – and then think about all the problems you've ever had in your life, think about the emotions that brought that on. Whichever emotions you live in more, that's how your life's turning out.

Jaime: I've never heard that before. That's great, definitely.

Peter: It's huge. I don't know where my sheet about energy is – I just gave a talk on it. Here it is. So here's most people's energies when they're positive – passion, love, courage, excitement, eager, creative, strategic, intelligent, resourceful, focused, driven, ambitious, unstoppable, caring, inspired, curious, healthy, alive. So if you can just write your top 3-5 emotions down, the ones you want to experience the most, and look at those daily, before you start your day, that's a game changer. Here's the negative ones – and some people might be operating in these now, because whatever ones you operate in more is your current reality – so there's anxiety, distraction, moody, emotional, inconsistent, frustrated, reactive, intimidated, impatient, stubborn, fearful, rude, depressed, aggravated. So I've realized that everything that I had that was wrong or things where, when I was younger, I lacked integrity – I'm sure everyone has those times – it was always when I was in a negative state, so if you want to get to six figures – and, of course, multimillionaires are on a whole new level, they know how to control their emotions, control their state so quickly – figure out what emotions you want to drive you and which ones you want to experience more and then which ones you don't want to experience so when you actually do experience that negative emotion you have a ritual in place to get away from that. So it's what you focus on, it's who you talk to, changing your environment, so you don't let yourself get in that negative state too long. I connected with Arianna Huffington and she hooked me up with writing for Huffington post – she's an amazing woman, she wrote the book 'Thrive' and she said the coolest thing that stuck with me. She said never ever make a decision when you're tired, hungry, lonely or frustrated. A lot of the decisions I was making was when I was one of those four and she said those are always the wrong decisions. So if I could teach anything about being consistent with your energy and motivation it's when you're in those states of minds, don't make any decisions. Just get yourself out of it. Whatever you focus on multiplies, so

focus on something positive and shift to gratitude. Once you're back in a positive frame of mind, then start making decisions. How many people do you think make decisions in a negative state and they have a lot of regret and they wonder why they're not mobbing forward? Have you ever experienced that?

Jaime: Gosh, yes. What you're saying now is really impressive. I started doing this in the last year or so – I brag with one of my girlfriends every single day and we talk about like 'What do you want to feel like today?' and when we talk about decisions, I just called her a minute ago, because I was talking about flying out to Mexico tomorrow and she goes 'How are you feeling about it?' and I said 'Excited,' and she was like 'Good – do it!'

Peter: There you go. What if you were feeling anxiety or regret? You wouldn't do it.

Jaime: Exactly. But I never used to ask myself that question ever and it's huge.

Peter: It's funny how things that we're both learning and you're using them and it's congruent – you'll find that evident in every achiever, that they know how to shift from the negative state of mind to the positive quickly – how quickly can you adapt and adjust? A question I would ask the audience is what's your current level of energy and how can you take it up a notch? How must you show up daily to make sure you're on track for your goals and dreams? If you're ever going to get to the seven figure mark, and I was fortunate enough to go from broke, stressed and struggling to the seven figure mark within three and a half years because of these things, so this isn't some hokey, like reading in a book, and I'll be very blunt – I don't like a lot of coaches that have never, ever gotten results because they're just teaching theories. I took business classes at U of O – I shouldn't call them out, it was a good school, I love U of O, but everything I learned was just theories.

Jaime: I've talked to teachers and professors and they're like 'I haven't actually had a business before or done any of that,' and I'm like 'Okay... have fun.'

Peter: It doesn't make logical sense to me.

Jaime: It's a different thing completely.

Peter: Of course, and students are like 'I'm learning all these theories!' and the first thing they tell students is to go into debt and I'm like 'What? Why would you tell someone to go into debt? They're already in debt \$100,000 from your damn school.' That's a whole new topic.

Jaime: I want to change the state of education in the future. I have so many things that I want to do.

Peter: Let's create a movement – I'm excited! So as far as your mindset goes, one of the most important things you can do is a morning routine. People are all gung-ho about doing 47 things in the morning – let me simplify it for everybody, because the ultimate sophistication is simplicity now. Nowadays, it's like simplicity is everything. The whole point of your morning routine is 1) take on your day with confidence and courage so you're leaving the house fired up, ready to run through walls, and 2) having intention and being very, very strategic with what you're doing that day and making sure it's all strategic and it's connected to your big, six month vision. That's it. So if you have to journal, if you have to be grateful, if you have to work out, if you have to write your goals down, I

don't care – just make sure you get the outcome of leaving your house confident and leaving your house with intention.

Jaime: Beautiful! And I'll reference Hal's interview too, because we went over his whole morning routine and the Miracle Morning, which you know already.

Peter: Oh, it's amazing, yes.

Jaime: I agree, it's really, really amazing, but I love your distinction on it because it could be different for someone else. It's a great framework but you're right – it's about the outcome, not necessarily what you're actually doing.

Peter: 100%. People are so gung-ho on 'Wait, what's the order of the things you do? It's these four things and the second thing is...' No – it doesn't matter. What matters is what works for you. People who are outcome-focused produce results like nobody else in the world, so what's the outcome of the situation? Sometimes people focus on what the exact details are – no, what's the outcome? What's the result? That was huge for me. So you get clear, have absolute clear on who you are and what you want, you stack it up with a lot of reasons as to why you're doing it, then you shift your circle of influence and then you make sure you improve your confidence account and then you get consistent with your energy and motivation. Next – create result rituals. This was a game changer for me. After I was in the business for a couple of years I knew what activities yielded big results and which didn't. You know, 80% of your activities produce 20% of your results so your job is to figure out what result rituals you need in your business. For example, what must get done this week, no matter what, to move your results forward because your job as an entrepreneur or whatever you're doing right now – I know there are people in corporate trying to get out, there are people who are already making six figures, there might be some seven figure earners on here – you need to be producing whether you are there or not, so result rituals can be for anything. I had personal growth rituals for the week – so Monday through Thursday I would listen to only audios in my car, I would spark my mind in the morning and read 20 or 30 pages and I would talk to someone playing the game at a higher level than me twice a week. So when I say rituals, I had it in my schedule every single week regardless of whether a dog was barking or not. I heard that, I like it.

Jaime: I like it too.

Peter: It's authentic. It would be funny if, on one of Hal's podcasts, his little daughter was kicking on the door and she comes in and he puts her on his lap and he was like 'It's authentic!' or whatever.

Jaime: I should call my dog up – she's cute!

Peter: That's hilarious. So result rituals are something that really helped me. How else you can produce result rituals, profit producing activities – what activities produce profits that you can make sure are happening every single week? I see a lot of younger people these days working really hard but they're getting sidetracked on what matters and what doesn't. Your job, is it make money for you, your family, your business, so what are the two or three things that create income for you that you make sure you do every single week, period? No matter how you feel, no matter what's going on, no matter if you're out of town or not. So those are profit producing activities. You can do mindset rituals. I had health rituals – and I should pull them up, they're from a long time ago but they're so ingrained in me now – like don't eat past 7:30, don't eat fast food, workout six days a

week, drink a ton of water, make sure I'm eating for vitality and energy versus for pleasure. So that's just something that is a ritual that I have every week and there are also productivity rituals – I look at my goals daily, make sure that I'm doing a morning routine and that I'm intentional throughout the day. These are just off the top of my head – productivity would be making sure that I'm talking to someone playing the game at a higher level than me that could help me out and things like that. So think about what rituals you need to move your business forward because a lot of people are only doing things that are maintaining at best and not producing growth so if you're just doing things to maintain all week, how are you ever actually going to move your business forward? So you've got to make sure that you're working on your business, focusing on the things that are moving forward. Richard Branson says the whole point of business is to put yourself out of business and delegate most of your business so that you can focus on bigger growth opportunities. That's a billionaire talking so it's probably advice you want to listen to.

Jaime: He's kind of smart, a little bit.

Peter: A little bit – and he has fun, so he obviously loves what he does and is excited about helping people and things like that. So mindset rituals, health rituals, productivity rituals and business rituals. Figure out the two or three things that move your business forward and put those in your schedule no matter what because here's a productivity killer – deciding what to do in the moment is the worst thing you can do in business.

Jaime: I agree.

Peter: A productivity key is deciding what you're going to do other than in the moment and then practicing that high level activity over and over again. So any questions on the rituals or anything like that? Do you need any clarification? Those are my main ones – mindset, wealth, productivity and results.

Jaime: It's so funny because when you do so many interviews – we're up to 160-something now – the threads that run through them are so similar, so if anyone's listening right now and has not implemented some of these things, and thankfully my group is amazing and they probably implement pieces and parts but there are always things that we can improve on, so if you heard something that Peter just said that you haven't been doing and you're like 'I've heard Jaime's interviewees say that like six times,' that probably means you should work on that for sure! So I agree with you a thousand times over and it does take time to implement all of those pieces but I'm just like you – I have a humongous thing of water, the same kind of things. You add it up over time and I think it makes a huge difference.

Peter: 100%. Rituals are key because you are not only having your non-negotiables that you have to do but you're almost guaranteeing you're moving your business and income forward. Nothing is based on chance or feelings, it's predetermined outcomes, which is key. The other thing that you just hit on is the most dangerous words that you could ever say is 'I already know that.' The question is not if you know that, it's are you doing that? Have you mastered that? Does your waistline show you know that? Does your bank account show you know that? And if it doesn't, you need to move that information to the front of your mind and create an action plan.

Jaime: Thank you! Oh my goodness, I'm bowing down to you, thank you for saying that. I try to let people know that you've heard it many times before and the reason why you've heard it many times before is because it's extremely important and if you don't do it right now, do it.

Peter: 100%. Another thing – we could go on for days – is that people are addicted to learning and personal growth so they just learn, learn, learn, but the actual power is in the implementation. Implementation is hard, learning is easy – that's why everyone learns, no one implements. You were bragging about your viewers earlier – you have some exceptional people that are already successful, right? But the key is how fast can you implement what you learn into your actual daily routine and your lifestyle and schedule. So if you've heard some of this and gone 'Oh, I know that!' but you're not making six figures, there's a disconnect there. So the last must, the last key, is continual growth and learning. Learning doesn't stop when you become successful, that's where it starts. Here's the biggest key to continual growth and learning – become a people developer. To get to the six to seven figure mark you've got to become a people developer and a movement creator. Movements, right now, are thriving like never before and businesses are failing like never before so I often say plans fail, movements don't. So the next thing is that you've got to stay consistent on your learning and on your growth and on your mentorship and reaching out to people. I think that's huge and I've realized, by studying a lot of billionaires, that billionaires spend money on three things – they spend money on themselves to better themselves, they spend money on their business and they spend money on acquiring assets that make them more money so that their money works for them. So quit spending money on dumb stuff that doesn't even help your future – like if you don't deserve to go out for the weekend, don't go out for the weekend. I got Brandon on this, by the way, he was like 'Oh, damn, I'm not going out, I'm going to work.' The reality is you're always going to do things based on your values. One of my true core convictions is if you're not where you need to be, you should be dedicating all your time to hustle and grind – get up early, go to bed late, don't go out to get a drink, don't go to the movies, work hard until you get to a certain level where you deserve success. A lot of people don't deserve this stuff they're doing and it's causing them to want things easier and it's a never ending cycle so I think the last thing on continued development and learning is to become a people developer to where you figure out your strengths and you find people whose strengths are your weaknesses and you create a dream team –which you've done, which I've done and that's what took my business to almost the \$8 million mark, finding my dream team and putting people in the right spots because what I hated doing, they love doing. Some of them, I still go 'How the hell do you like that? What is wrong with you?!' I don't think that.

Jaime: I do sometimes.

Peter: And some people would be like 'How can you be on camera all the time? I'm too shy.' The whole purpose is to find people who can complement your strengths and if someone can do something 80% as good as you, start delegating so that you can focus on bigger value activities. Most people are bad delegators so you've really got to learn how to lead people, put yourself in their situation and relate to them understand. You asked about culture earlier – one of the reasons we have such a dynamic culture, and I have it in my academy now, is I make sure that I tell people that this is the catapult to the next thing you do. I just helped a guy who's doing a huge amount of business but everyone is quitting and leaving and it's because he tells them it's the best job they'll ever have and he wants them to stay forever. You'll never attract A players that way – they'll leave. Your movement, your culture, has to be 'Hey, whether you're here for a week or two months or six

months, while you're here make the most of it because I want this to be the catapult to whatever goals, dreams and aspirations you have and if you leave this job tomorrow I'll be your biggest fan and I'll help you get your next job.' A) No one leaves, B) they appreciate you and C) they're your biggest advocates when they leave so people just keep coming and you never have to market or promote. That was a sidetrack I think.

Jaime: I still like it! Good.

Peter: So that's the last one – continual growth and learning. Make sure you're always stretching yourself, challenging yourself, reaching out to higher level people. So that's really the six things right there, simplified.

Jaime: I like how it's simple but it makes perfect sense. I only have one question before the last one but that's a lot, so I think that's amazing and I love each and every one of the steps but we're also looking for some clarity on where we rate on this stuff, so do you have any advice for the implantation of this?

Peter: Yes. This is exciting and I realized this coming up in business and entrepreneurship – you don't need to figure out the answer. It's already out there and other people will help you out with it – people who are more experienced who have been in your spot – so don't try to figure it out on your own. If you're not sure where you are with the confidence, you're always one decision away from the right decision – start working towards it and you start taking action daily you're going to start feeling your confidence go up and if you have any questions or you're not sure about where you should be or what action you should take that's where number two comes in – reach out to people who have already done exactly what you want to do and ask them what you should do and where you're at. So send an e-mail to your top ten most influential people who know you the most and ask them what your strengths are, what your creative genius is, what you're good at, what aren't you good at and they will tell you what you are and what you're good at and the key to starting a business that's successful is figuring out your strong skill, mixing it with your passion and then solving a problem that everybody cares about. So, to answer your question, you don't need to figure it out – other people will tell you and help you and talk it through with you so that you can actually do it the right way instead of driving yourself crazy on your own. Does that make sense?

Jaime: It totally does. Having that support from people, whether it's a mastermind group, an accountability buddy or just friends who you can talk to along the way, as well as high level mentors, is huge. I know I'm the sort of person who needs to talk things through in order to figure things out.

Peter: I'm the same way.

Jaime: An extrovert, right? That's why I'm doing this. So I talk and talk and talk, even if the other person says nothing. I'm usually like 'You know what...'

Peter: That's a crucial part that I talk about in my book. If you don't have clarity on how to make six figures or what your next venture is, don't do anything until you've figured it out. Most people are like 'I need clarity. Ah, forget it, I'll just go out this weekend.' Here's the difference between a lot of multimillionaires and six figure earners – when a multimillionaire has an issue or they're trying to figure something out, they do nothing else until they've figured it out. Nothing else until it's figured out. so right now, if you're not clear, you don't have a blueprint to get to that six months, six figures

mark, don't do anything else until you've written everything down – brainstorm, put a date in so that it's real, and then you have clarity, you have peace of mind so you can take action.

Jaime: When I didn't know what I wanted to do for a business I gave myself an end date. I gave myself two weeks.

Peter: That's a little fast!

Jaime: It was super-fast. I was annoyed at this point. It had been a little while beforehand and I was like 'What the heck? I still haven't figured it out,' and I've given myself too much slack so I was like 'Two weeks, I don't care what it takes.' Then you just push forward and you're like 'Alright, I have to pick something.' I think that's what's so interesting – half the time it doesn't matter what you pick because as soon as you start moving forward things change and things happen.

Peter: 100% - adapt and adjust along the way, for sure. As time decreases, intensity increases. If there's no deadline you're not going to do anything.

Jaime: Exactly. I need a kick in the butt.

Peter: Exactly.

Jaime: Exactly. I love this. I know we have to start wrapping up so I'm going to ask you the last question – what's one action listeners can take this week to help move them forward towards their goal of \$1 million?

Peter: It's a good question. What I would do is I would put everything on one piece of paper. I created something called the one page productivity plan – you can put it in your show notes, I'll send it to you. It's your one to two sentence vision statement of what you want in the next 6-12 months. Then it's your big five – so what big five goals do you have for the next six months that you want to accomplish. So this is on one page. Then you're going to write down your top five reasons, find really compelling inner reasons that are driving you – whether someone's doubting you, whether you have kids, whether you have to make it work, whatever. Then, below that, write your values – so what your values are – and then your key behavior that you need to develop now that's congruent with those six month plans. So my one action would be put everything on one sheet of paper, laminate it and look at that piece of paper every single day until you have six or seven figures in your bank account and then you can update it and elevate your game to a higher level.

Jaime: I love that. It seems super simple too – it's not this crazy long thing, it's one page. All we have to do is look at it, it's so easy. Well, simple, not necessarily easy – the actual habit of doing it makes a big difference. There's actually something that I gave everybody as a tool too – have you ever used If This, Then That?

Peter: No – I've heard of it but I haven't used it. Is it an app?

Jaime: It's an app but you can also get it on your computer. What you can have it do is lots and lots of different things so if something, then something else. So you can say every single day shoot me a text at different intervals so it becomes random to look at the one sheet.

Peter: Oh, that's a good idea.

Jaime: So I started implementing that with my hustlers group because the thing is that we forget, so we can set these little reminders. If This, Then That is better than a simple reminder text because you can do so much more than that but being able to do that has helped a bunch of people because it matters.

Peter: It's huge. You want to let your vision guide you, not your circumstances. So it lets your vision and your goals guide you versus all the daily crap that happens.

Jaime: Exactly. We need stuff outside of yourselves most of the time.

Peter: 100%.

Jaime: No offence. Our brains are smart but not that smart. Thank you so much, Peter, this is awesome. Tell us where we can find out more about you. I know you have your Game Changers movement – go ahead and tell us all about that stuff.

Peter: My book's coming out. It's my journey, it's these six tips detailed with some other tips on productivity, on really how to create a movement in what you do. So my book's coming out – 'Six Months to Six Figures,' and you can follow me on Twitter @petervoogt23 and Real VIP Success is a free resource for entrepreneurs as well. They can reach out, hit me up on Twitter or LinkedIn, those are the main things. GameChangersMovement.com is our academy. It's invite only so they have to apply. It's been fun – I really appreciate what you've done and the movement you're creating and everything you've done for the hundreds of thousands of people who are listening, and probably millions as well. So I look forward to keeping in contact and building our relationship as well.

Jaime: For sure – we have to meet in person at some point. I just remember how amazingly accessible you were even way back then and I think it's amazing and awesome that you can be now. Thank you so much for coming on the show. We'll totally hang out in person because we're friends – come to Austin or I'll go up there, we'll figure it out at some point.

Peter: I'll be there!

Jaime: You better be! Because you've got friends here now so you're going to have to come out. Perfect. Thanks so much for coming on the show today, Peter. I'll see you soon.

Peter: Thanks for having me.

Jaime: Bye.

Peter: See you.

Announcer: Thanks for listening. You can find out more great information like this on EventualMillionaire.com.