
Jaime: Welcome to Eventual Millionaire. I'm Jaime Masters and today on the show we have Daniel Ally. He's a serial entrepreneur, his TEDx talk just passed a million views as of yesterday, he just told me, and he's written for amazingly huge magazines also. Thanks so much for coming on the show today, Daniel.

Daniel: Thank you, Jaime. I appreciate it.

Jaime: So congratulations on your TEDx. What's your TEDx talk about?

Daniel: It's how to become a millionaire in three years.

Jaime: How perfect for my show. Okay, so tell me – I should have done my research better. Tell me more about what you said in that TED talk.

Daniel: All right. So it's all about thinking BIG. And I thought about all the things I've done to get to where I'm at today and I realized that there are only three things that you have to do, read books, get around better people, and set high goals. So that's what it actually stands for, BIG is books, individuals, and goals.

Jaime: I love that. So how do we do that though? So how do we know that that's going to necessarily align, right? Because people on my show are like, "I read books and I'm trying to get around better people and I set high goals, but I don't achieve them." So how – what do you tell them?

Daniel: Well, you know, it is all about actions. So first of all, you have to be informed. You have to know about everything you're doing, about what you're about to pursue. And really, like if you wanted to learn about a pizza shop you have to learn about the mozzarella cheese and the bread and the sauce and everything that goes around it. So you have to read books about those things, but you also have to meet people, individuals, right? The best of the best. And what I find is that a lot of entrepreneurs don't surround themselves around the best. And it's quite surprising to me because they kind of shortchange themselves, they limit themselves and they're afraid of, you know, getting out there.

And I think a lot of people have the fear of success. So the way to overcome that is to do the third step, which is to set goals, really high goals. But also have the faith that you know you can reach your goals and do whatever it takes to get there. And it might even be like selling your dog or selling your fish tank like I did,

whatever it was, you know? Just believe in your dream and then go out there and actually do it.

Jaime: Okay, so I have questions first about the individual side, second about the goals. So the individual side people are gonna say how? Especially how do we find the best of the best? Because I get asked this question all the time, "Jaime, it's easy for you. You deal with millionaires." But I came from a town of 2,000 people. So how do you suggest, step by step, people actually get around the best of the beset? Because usually they've got walls up around them.

Daniel: Right, right. So I was born homeless so I started from scratch and I think a lot of us have – they surround themselves with what I call default friends. And default friends are basically people that we naturally see where we go, school, work, home, church and we see people in the neighborhood and we befriend them. But what naturally happens is that these people may not be able to help us reach our higher goals. You know, they have the right intentions, but oftentimes they provide the wrong directions. Like they wanna help us but they give us bad advice.

Like, you know, we wanna listen to our mothers, but when they give advice about money they're not making as much as we want to make, right? So we have to learn how we think about income, how we think about ourselves and where we want to go and find people who have been there so that they can help us to facilitate our dreams.

Jaime: That makes sense. Okay, and I remember specifically in my life looking back and going, "I feel like I haven't chosen my friends, they have all chosen me beforehand." So how do you go about choosing those right friends to be around?

Daniel: Well, you have to become an attractive person, not only physically, but spiritually, emotionally, financially. You have to become a very resourceful person. And then a question I like to ask myself is how do I deliver more value to more people in less time? And what this means is how do I increase the quantity of what I do and the quality of what I do and how do I do it in a shorter amount of time? Instead of five years how do I do it in one? Kind of like compressing your goals and making them come to fruition faster than you ever could imagine. And basically, when it comes to setting goals you have to set goals that scare you because goals that scare you are goals that ultimately prepare you.

Jaime: Okay, so how do we do that? That's the thing. Everyone's like, "Great. I love that." How do we actually implement that and make ourselves think bigger, especially even on the finding the people. Like how do we go after the people that are really amazing, especially when we're really scared?

Daniel: Yeah, well, set your goals infinitely high. You know, like for instance when I was 22 my goal was to reach \$100,000.00 by the time I was 30. Now I reached \$100,000.00 by the time I was 23. So I mean, it was very easy for me to do that. And when it comes to people, you gotta make a list. Like I made a list of all the people I wanted to meet and a lot of the people on the list were from the books I was reading because successful people leave clues. They write books, right?

And so I researched these people, I went onto the websites, their social media and I contacted them, right? I said, you know what? I wanna have a conversation with you. Some didn't give me the time of day, some gave me infinite amounts of time. And whether my conversation was four minutes or 44 minutes, you can bet that I took notes diligently and I applied the techniques I felt like I was learning to pursue my highest goals.

Jaime: Okay, that's awesome. So when you're reaching out to talk to these people, how do – A.) how are you not scared? I remember my first interview and I was like bright red and shaking. What do we ask them? What are we trying to get? Are we trying to create more of – it's one thing to email people and be like, "Oh, my gosh. I finally get to talk to them, amazing." And it's another to actually surround yourself with those key people like you were saying. That really makes a difference. How do we do that?

Daniel: Well, we're all made out of dust, right? We're all earthlings. And the fact is that all these successful people that we wanna reach actually started where we are right now. So, you know, I always tell people that the people that we're looking for are also looking for us, right? People want you to succeed because when you succeed, everyone benefits, right? So you have to be able to feed your faith and let your fear starve to death. You have to believe that you actually are worthy. And the way you feel that way, the way you build up your self-esteem and confidence is first by building your competence, but also believing that these people will help you and by reaching out, reading books, and doing what you believe is right.

Jaime: How do you build your competence then?

Daniel: Competence? Well, obviously you need the skills to pay the bills so you just become better. I have a rule of 100. And the rule of 100 basically says that if you wanna become really good at something, do it 100 times within a one year period. So if you wanna –

Jaime: I love that.

Daniel: Yeah, if you wanna become a really good cook, cook 100 times in one year, right? If you wanna become a great speaker, give 100 speeches in one year. Author, writing articles, write 100 articles in one year. And I did this year after year after year. It's a numbers game, right? And if you keep building up your competence eventually article one versus article 100 would be significantly different. But you have to be able to pay the price and do the work.

Jaime: I can tell how great of a speaker you are, too. You've got all these nice little things; I'm like need the skills to pay the bills. I can tell you've done it a lot.

Daniel: Yeah.

Jaime: So as you're moving through – we were bringing up goals beforehand, how do we set – because at the beginning apparently you didn't set really, really high goals, right? You said \$100,000.00 by 30. How do we set huge goals and not be scared of them? Because sometimes they're so big we just give up.

Daniel: Exactly. So we look for our paragons. We look for people who have done exactly what we want to do. You know, I always tell people if you want to earn \$1 million, you need to make a million people smile. But in order to make a million people smile, you need to reach 10 million people because not everyone will like what you do, naturally, right? So you have to reach as many people as possible. You have to seek them out. You have to be able to use social media appropriately to disseminate your message.

Because when it comes down to business, the only main skills you really need, and if you really find these skills useful you're really gonna be who you wanna be, are marketing and sales. And marketing is getting your message out there and sales is getting people to buy this message. And if you can do this, then of course your competence naturally goes up.

Jaime: So, okay, I agree 1,000 percent that marketing and sales are the two key things. But what's funny, too, is earlier today I had a Mastermind group and one of the guys, we were figuring out some metrics and general metrics of 2 percent and blah, blah. And then he had to go out and touch 50 million people and he was just like, "Do I give up now? Because this is ridiculous." Right? Like that feels like – when you say 10 million, oh, my gosh, how am I gonna reach 10 million people? It's either gonna cost a ridiculous amount or have a ton of time. How do we keep the momentum from going after something so big like that?

Daniel: Yeah, yeah, well, I already reached 50 million people this year and what I can tell you is that you have to be able to have the right understanding and the right intentions before you go out there and do the thing you want to do. Because a lot of people, they wanna do it for the wrong reasons, right? They wanna make money to have revenge. They wanna pull up in front of their friend's house or their old teacher's house with a Rolls Royce just to show off, right? When most people want \$1 million, they just wanna spend \$1 million. They don't wanna earn \$1 million.

So you need to find out the right reason why you're doing something and your heart has to be essentially very pure. You have to know exactly what you want, ask the universe how to do it, and go about doing it so that you can fulfill your wishes in the end.

Jaime: Okay, how did you reach 50 million people this year so far? I wanna know how you did that.

Daniel: Well, I write articles for big magazines, of course my TED talk, just being out there and just writing as much as possible. My greatest gift is writing, so I've been able to disseminate my message that way.

Jaime: That's awesome. Tell me more about how you were able to start building that. Because I know there's a lot of people that are listening that are like, "I would love to write for those magazines, too. I would love to do a TED talk also." How did you start that process to achieve it?

Daniel: It's funny when people ask me that question because it's like whenever you wanna do something you just have to do it. So I remember when I told people I wanted to speak and I asked a whole bunch of people, "What should I do?" And they're like, "Daniel, if you wanna speak, just speak." If you wanna write, just

write. If you wanna make pizza just make pizza, right? Just do it. And eventually, like I said, your competence builds. And when your competence builds, you're confidence. Competence leads to confidence and vice versa, of course. So I just did it.

And in fact, you know, I had a burning desire to do it. I felt a very deep calling because, you know, when I was in high school, I failed English classes at least three times and my teachers told me I couldn't write. And I had to go to summer school and I had to take pre-requisite courses in college. And it was, for me, an agitation. So I had to overcome this deficit that the world was putting on me and I realized that no one's opinion could become my reality. So I shaped my own mind and believed in myself and I wrote as much as possible.

You know, I write thousands of words per day and I always am able to express myself through my words because I know that that is what my gift is. So if you write, eventually people will come to you. And actually Benjamin Franklin said that writing is the beginning of all wealth and he made – well, in large part the Declaration of Independence which now sustains the greatest country that we've ever seen on the face of the planet.

Jaime: So tell me how you were able to figure out your gift, especially when in the face of people telling – because I also did not do very well in writing and I have a book, which is great, but I do not think that writing is my greatest gift at all. And I know how important knowing what your core strengths are in succeeding. So how did you figure out that that was your thing?

Daniel: Well, a lot of ways. First and foremost I think it's because of what I've read in the Bible. By the way, Bible stands for Basic Instructions Before Leaving Earth. And I think really what I found was that whatever you wanna do the most but fear the most is really what you're called to do. So like if you have something inside you that you really wanna do, like maybe start a fashion boutique or if you wanna start a restaurant, but you have a great fear of doing it, do it anyways, right? Eleanor Roosevelt said – what'd she say? She said, "Do something you fear every day." And if you do eventually that will move you closer to your goals.

Jaime: Yeah, so that's getting outside of your comfort zone. We talk about this all the time, getting outside your comfort zone, even if it's a little bit every day, and your comfort zone will start to grow and grow and grow and grow, especially after so many – but that's the

amazing thing about your 100 things. After 100 it's not nearly as uncomfortable as – I mean, I remember the first few speeches I was like, “Ah!” and I'm sure you were, too.

Daniel: Yeah, I was.

Jaime: So what can you give for people to actually take that action now to actually start? Because it's one thing to tell them, let's do 100 articles and they're like, “Great. Sounds like a great idea. I'm gonna write that down and then never think of it again.” So how can we inspire people to action?

Daniel: You have to break down what it actually takes to do this. So, if you want 100 articles, there's only 50 weeks in a year, there's 52 but take two weeks off. And that means you have to write two articles a week. And each article, what are the numbers? 500 words? Or 1,000 words? You define your terms and you start writing it, right? We know people like Seth Godin, he only writes 200, 300 words per article. I write 1,000 word articles, right? Because that's what I wanna do. Some people write 500.

You define your own terms and then you create measurement systems to manage yourself because if you manage yourself you master yourself, which allows you to manage other people and eventually they will say to you, you know what? Why don't you master me too? And that's how you build a fortune.

Jaime: So it's a time thing, though, too. Like you said it's a numbers game and there's only so much we can do. So when you started writing articles, how long did it take before you actually saw traction? Because I think people are hoping it'll happen in two months or three months [inaudible] [00:18:43] just go the right way and it'll happen.

Daniel: Yeah, I always tell people it takes 18 months to turn your life around and for me it took about 18 months. You know, I wrote over 100 articles, but then Entrepreneur Magazine contacted me and they were like, “We like what you're saying.” And for a long time I was pulling off the hair that I didn't have and wishing that somebody would pick me up really big, you know? And fortunately, at that time, fortuitously they came and contacted –

Jaime: How did they find you? Do you know?

Daniel: If you write a lot and eventually, you know, people see it, then it

will spread, for sure.

Jaime: Oh, man. I want some sort of tactic because that's the thing that's difficult is people are like, "Okay, that's great. If you build it they will come, but crap, they're not – I feel like I've been writing forever and they [inaudible] [00:19:27]."

Daniel: Yeah, well, I reached out a lot, too, you know. I have another rule, it's called the rule of 500 and basically this is like within a 30 day period, or a month, reach out to 500 people, right? People on the same level, people below, which are your customers and people you wanna serve, and then people above you which are your heroes, right? So heroes, right, people on the same level, colleagues, and then below you customers, people you serve and people you also gift and help, right, although you help everyone. So reach out to 500 people, right? Call, text, email, right? Whatever you can personally and get your message out there and ask them for help. And if you do that –

Jaime: 500's a lot. How do you do that? Tell me your system for that because that's –

Daniel: Break the numbers down, right? 125 per week, right?

Jaime: That's a lot, yeah.

Daniel: If you sit down systematically for two days and you do 62.5 every day for two days, right, eight times a month, you see the numbers. That's 500 right there. I put on some jazz music and I just get to work. I make it happen because I like to do something that stimulates me, right? It takes a whole entire day. Could you send out 62 emails in a ten, 12 hour period if you're very focused? And the answer is of course, of course. It's easy. It's easy to do that.

Jaime: How do you deal with the massive amounts of email that you get back? Because that's the one thing – I love this massive action that you're talking about for sure. And working with business owners sometimes I'm like, "Just send five emails. It will take you like 20 minutes. It's not gonna take you forever." And you're saying on the opposite go massively and do 62 in one day. But then I know that's overwhelming for people where they're like, "Okay, but then I'm gonna get 62 emails back and what am I gonna write back to them?" Right? What do you see for response rates and what does that really do for you to take that huge massive action?

Daniel: Well, you know, I use the law of 3 percent which means that 3

percent of people in the whole entire world that you reach will absolutely be in love with you. So, right now Jaime has 3 percent of people that will absolutely stay with her no matter what, like forever.

Jaime: Why only 3 percent? Man.

Daniel: Well, you reach a lot of people, here's the thing, right? But these people will advocate your brand, they're gonna tell everybody, they're gonna believe in everything you do all the time and they're just gonna buy into you, everything. So that's just what I say, right?

So I think ultimately, what you have to focus on is the people. I always tell people that when you focus on the people, the profit will come, right? You love people and give them – because money is actually the highest form of love. And really when you give your money away, you're giving your love away, right? And it's the same thing with time because time is attention and time is love. So if you give your kids time, I mean, you're giving them love essentially. If you give them money, too, you're giving them love. So of course time is more important than money, but, you know, both are pretty important as well.

Jaime: I've never heard it said like that. That's a really interesting way of looking at it because a lot of times we have this intense bad feeling about money and that it's greedy and if you sort of flip it on its head and say actually giving money is giving love, or even receiving money from somebody else, that's them giving you love which is insane.

Daniel: Exactly.

Jaime: Huh. Tell me more about that. Like where'd you come up with that and how has it served you as a human being?

Daniel: Well, money is my niche. So I study people and I coach people personally on money because I think we have a lot of feelings and attitudes about money. And money acts to our – money reacts to our attitudes about it. So the way we think, feel, and do money is really what we've learned from our parents. And, you know, for me I grew up with a very poor family and I'm first generation and a lot of people in my family say things like, "We can't afford it and money doesn't grow on trees," and of course there's an infinite amount of expressions that you hear, but really you have to

challenge yourself and ask yourself, “Who can’t afford it? Is it my God that can’t afford it?”

Because to me I believe innately that God is infinite. So if you say that God can’t afford it that means that you’re not a piece of God. And, you know, those are just my precepts. That’s how I look at it. If you wanna say the universe, that’s fine, right? Because the universe is quite abundant and everything must return to its proper form. You know, like for instance water must return back to the ocean just as man must turn back into the dust. So we have to realize an overarching theme of what we have.

First, bless what we have and then realize what we want. And I always tell people create a wants list. Create a list of all the things you want, right? The car, the clothes, I want designer clothes. I wear designer clothes, right? I wanted it for a long time. I wanted a \$100.00 steak, right? I started on \$1.00 burgers. And I started building up my fantasies and then eventually I got there because I believed, right? It doesn’t take a month or two to get there it takes years. But if you truly work and desire strongly enough, eventually you will make your path to the heavens of your dreams.

Jaime: You say eventually, that’s the whole point. So tell me how do we change our thoughts, especially if it all bases on habits from when we grew up and these mindsets that we need to shift? What are those things that we can do either in the moment or long term that will actually shift the way we think? Because my parents said the same thing, money doesn’t grow on trees. And I’m like, trees are paper. It does grow on trees; I don’t know what to tell you. So as a little kid, though, how do you shift that? Because I’ve got kids and I don’t know what I’m saying, if I’m saying something wrong to them and I need to know how to change it so that way they’ll be fine when they’re old.

Daniel: Yeah, yeah. I always tell people to change your reality you have to change your mentality. You have to change the way you think and you have to change the way you process actions. You know, I believe that a lot of people have to stop conforming and start performing to their own level of expectations. Stop listening to what people are saying about what you can’t do and where you can’t go and who you can’t be and truly set aside what they believe and start believing in what you believe. And you really have to be a firm-footed person to do this. You have to know who you are. You have to know yourself if you wanna grow yourself. And I believe the first step to doing this, to becoming a millionaire,

is through personal development. And really you have to – you know, like Jim Rohn says, “Work harder on yourself than you do on your job.” And, you know, just develop yourself, right? Work out, read the books, do the work. And eventually your mind will start working in such a way where you feel invincible and the task that you create will start orchestrating its own success because success begets success, right?

Jaime: Yeah, once you start moving forward it’s funny how much opportunity actually comes to you. Sometimes too much and you’re dealing with so much you’re like, oh, my gosh. I don’t know I had this many options, which is an amazing thing to be able to have. It’s funny, when I’m listening to you I’m like, I want you to teach me how you come up with these little phrases that I think are amazing. Is that just your writing?

Daniel: Yeah, I mean, I write millions of words like – I’ve written millions of words so, you know, I keep journals and I write about 12 to 15 pages per day and I’m always writing articles. That’s just 12 to 15 in that. Then I’m writing my books all the time, I have a lot of unpublished books. So, you know, I always wanna keep my mind flowing and that’s the way I remember them. I actually have something called Daniel-isms where I write down all of my pithy statements, my aphorisms or maxims.

Jaime: I love this.

Daniel: So you can have your Jaime-isms if you wanna create them.

Jaime: I know. It’s so funny because yours are just so clever I’m not sure I can come up with ones that are so good. But I guess if you’ve written a million words out of a million there’s gotta be something.

Daniel: Yeah, some [inaudible] [00:27:05].

Jaime: But then you remember them. So that’s actually a really interesting point. So because you do seem like you’re such a great speaker it’s funny as you can say, you’re like, you say well, what I normally say is this. Has that just been practiced? Was it extremely intentional to go these are my statements and these are the things that I – are core statements or concepts?

Daniel: Yeah, yeah. So first of all, you have to find out what you know, take inventory, right? People don’t know what they know and a lot of us know a lot of things but it’s what we do with what we know

that really matters. And that's what true education's about because if a Ph.D. had what they knew, then they'd be billionaires, right? But if they don't use it correctly then they can't, right? So you have to know with what you have. And if you control that then that's powerful.

Actually, you know, I'll give you a definition from Andrew Carnegie. And I remember this, you know, because I really believe that it's true. He said, "Power is highly organized and intelligently directed specialized knowledge." And what that means is that you have knowledge, but it has to be highly organized and it has to be intelligently directed to the source of the people you wanna reach. So your niche, basically, has to be well-defined and it has to be sent out to the right people. So whether you wanna reach black women, or older men, or couples, whatever it is you have to be able to organize that information, those products and services, and be able to send it out in that direction. And that's what real power is all about.

Jaime:

See, and it's so awesome because I'm correlating it to you writing all those words and if you wrote all those words and didn't put them out there, well, then they're not highly organized or whatever. But also you had the forethought to go, I'm writing all of these things because these are gonna be important. They could have been lost. I've written a lot of words, too, I just don't – not that I don't remember them, but I don't have like these core statements that you do that I think are really, really awesome.

But again, it comes with time and intention, right? So did you know when you were 22, 23 that this was your thing and you knew where you were gonna be at this age? Were you like, this is it. I had a big goal when I was 23 and now –

Daniel:

Absolutely. So when I was 21 I learned who I was. You know, before that I was on drugs so I was really messing up, you know? I would smoke weed every day, I would drink and it was kind of foolish for me to do that. And I knew I was living so far below my potential because I was actually living in my mom's basement. And I knew that I had to do something about it, you know? One day I gave a speech and I failed tremendously at it. You know, my knees were knocking and I was sweating profusely. I had 16 eyes penetrating my soul and I was emotionally bankrupt. So I went home and I opened up a book and it said join Toastmasters. And I thought, like, what? This is some kind of a company or something? So anyways I went to the meetings and I was like this is good. And

because I was such a failure at it, I was like I have to be good at it. So someone once said every master was once a disaster. And I failed my way until I succeeded. And, you know, like I said, I've given over 1,200 speeches and now I am where I am today. I can speak in front of thousands of people at a time, reach millions because of it.

Jaime: Yeah, and have a million people on your TED talk. So I love hearing that you – if people don't know what Toastmasters is, it's a program –or, I don't know if you wanna call it a program, but like a leadership type thing that teaches you how to speak. I did it too because I also could not – like I hated being in front of people. I turned bright red in general anyway.

Can you tell them a little bit more about Toastmasters and that decision? Because I feel like a lot of business owners need this even if it's just for a confidence level because I remember when I did it I was like, I don't know what I'm doing. And I was one of the people going like, "Don't look at me, please," right? And they call you out. They make you do – get outside of your comfort zone and take those breaths and try and do it. So tell everybody a little bit more about it.

Daniel: So, you know, I think first of all Toastmasters is a public speaking organization with over 350,000 members I think and it's definitely not a place to make money. But it's a place where you can gain skill sets so that you can be able to lead properly and speak properly. And if you look at all great entrepreneurs, and this is a really great fact, all of them are great teachers, right? If you look at Jeff Bezos – in fact Warren Buffet was a teacher before he eventually became that multi-billionaire he is. So Mark Cuban, Donald Trump, I mean whoever, right? Billionaires, look at all of them, Oprah, they're all great teachers because they've learned that in order to study what they have, they have to teach it. They have to give it all away.

And that's what I did. I realized that if I could develop myself through public speaking, which I believe is the greatest way to develop yourself, then you can **test** the tip of your toes to the top of your head and really make an impact, not only in others' lives, but also in yours.

Jaime: How do you make people decide right now to go do – because I agree with public speaking being one of the best ways you can grow. It's one of the scariest ways you can grow, too. So, any

advice for somebody going, “I always wanted to, but I don’t totally know because it’s really scary.”

Daniel: Yeah, well –to those people, you know, there’s a lot of people that feel your way too and if you wanna be like them jump in that bunch. But I think you should really – like I said, stop conforming, start performing. A lot of people say speaking is a fear and that’s because it challenges you. It makes you vulnerable. And the reason why people don’t do it is because they don’t tell the truth to themselves. So if they open up and tell people what they know and really think about what they would tell people as if they were eighth graders, of course they have to realize that people will believe them and they will understand them. And if you can tell your message to people then it’s one of the greatest skills to have, I believe.

Jaime: And I thought at the beginning that nobody wanted to listen to what I had to say, which is hilarious now because I have so many people listening to me and the people that come on the show. Did you ever feel that way either? Did you always feel like you had a gift or message that you had to get out?

Daniel: Of course, of course. I mean, there’s a tendency to believe that what you say isn’t important. I mean, I was 21 when I started. So I was speaking to people that were thrice my age, you know? I remember a guy, his name was Ernie, he was 66 years old and I’m like, “What is this guy gonna learn from me?” And I’m like speaking in the back of the restaurant and he’s like, “Daniel, that was the greatest speech I ever heard and it changed my life.” And he got together with this woman; they decided to use their retirement money to cruise the world. I’m like, wow, this is really big, this is deep.

And, you know, that was one of the confirmations along the way. Notice I said one of them because there are many, as you know, confirmations that come as you start to succeed.

Jaime: Okay, and I’m so glad you highlighted that because those confirmations are what gave me a lot of confidence. So I’d go and I was like, “Wow, somebody actually listened to me. Oh, wow, I actually helped somebody. Oh, wow, this is great.” I know. Tell me more. Like, I’m actually [inaudible] [00:33:58] things. Because when you’re stuck in your own head it’s harder to see that. You’re like, “Nah, I’m not really good enough.” So what were some of those confirmations even from then till now that

really made a difference in leveling yourself up personal development wise?

Daniel: Yeah, so the world is always telling us to improve and they're always showing us exactly what to do through our likes and our comments and our messages and our emails. I know you know for sure that people send you their whole life story through email. And when you get that you just know you're doing something good, you know? You know you're helping a lot of people. And the reason why that happens is because people trust you. They know that you're telling them the truth.

And if you keep believing what you're believing in, then everyone else will believe in you. And they'll say, "You know what Jaime? I need you to help me because you're my icon, you're my leader, you're my hero. Show me what to do, coach me, mentor me." And they will. They'll buy your book; they'll do everything because they know. So, you know, signs always come, right?

And there's negative signs, too. Like for instance I've given speeches where I bombed it, where I did completely bad. I didn't have a microphone; I spoke to, like, 300 people. I mean, like there are things that happen that you're like, "Okay, I'm not gonna do that again, or I'm gonna do it even better next time, but I'm not gonna quit. I'm gonna keep going and going and going until I find a resolution." And if you can do that despite all the beatings that you take in life, then that's when you truly become successful.

Jaime: It's tough to do but the perseverance to keep continuing, even when you're vulnerable and humiliated, that's what comes when you're a business owner. That's why, I think though, that business owning is the best way to do personal development in general because you're faced with all of the crap that you don't wanna look at.

Daniel: Yeah, people would never imagine it. But I tell you this Jaime, you know this, you need a shoulder to cry on. And I have an excellent wife that helps me a lot and you need a shoulder to cry on when things go hard. And if you don't then it's easy to give up.

Jaime: That's extremely important. What do you have for advice for people that don't really have that? Because it is, entrepreneurship is ups and downs. What if their partner doesn't support them? Or what if other people in their lives don't? It feels extremely lonely. What do they do then?

Daniel: Well, you write a letter to God. You know, you write exactly how you feel and you talk to yourself and you just find someone that you can trust. Sometimes it could just be a conversation with a stranger because some friends they last three minutes, some three hours, some three months, three years, right? So we can't really put a specification on how long our friends last, but sometimes somebody's gonna be there at the right time and, like I said, the people we're looking for are also looking for us. So we have to find people we trust and many of us have confidants. So we need to find them and really trust them in what we say. We have to open up, basically.

Jaime: That's totally rewinding it back to what you said at the very, very beginning of this interview which I adore, is really getting those people that are the best that really will support you around you. And not negating the ones that you already have, but that's perfect.

Daniel: Yeah, yeah.

Jaime: I know we have to start wrapping up already. It went by ridiculously fast, but what's one action listeners can take this week to help move them forward towards their goal of a million?

Daniel: Well, first, only focus on profitable activities. You know, a lot of people are majoring in minors. Write this question down and repeat it every day for the next 30 days. How can I add more value to more people in less time? How can I become better for me and the people I serve so that they can be impacted because impact equals income and how do I do it in the fastest way? How do I become more efficient?

Who do I need to hire? Perhaps you need to hire a housekeeper, right, to clean up your house instead of taking eight hours a week to do that so you can focus on your blogs or focus on your product or whatever it is. Delegate tasks that don't matter and focus on the ones that do. So keep believing in yourself and believe in God if you do and do whatever it takes to reach your highest goals. Keep believing.

Jaime: I adore that. Where can we find more about you and the work and all the writing that you do online?

Daniel: Yeah, everything's out there, www.danielally.com, A, double L, Y, A-L-L-Y, danielally.com. I do a lot of YouTube videos, a lot of articles, a lot of speaking, and a lot of different things. So reach out

to me and I really wanna help you. I can just give you a really big hug right now and –

Jaime: Oh, that's –

Daniel: I'm glad we're friends.

Jaime: Oh, that's so amazing. And that's what I think is amazing about having great people to interview is that you actually care about the people that are listening. I do, too. Most people when you do YouTube videos or something they're like, "Oh, and this is my thing and blah, blah, blah." And you're like, "Oh, I actually wanna help and I'd love to hug every single one of you." That's amazing.

Daniel: Yeah, it's a good feeling.

Jaime: Thank you so much for coming on the show, Daniel, I really appreciate it.

Daniel: Thank you, Jaime. I appreciate it.

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Duration: 40 minutes