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Welcome to *Eventual Millionaire*. I'm Jaime Masters. And today on the show we have just me. Today I wanted to actually do a solo episode, because I've been hearing quite a bit about the word hustle. And I'm actually calling this episode the great hustle debate, because I actually created a program, probably like three years ago now, called Millionaire Hustlers. And way back when, and until now, they've have been people talking over and over about hustle, is it good, is it bad, should we do it, should we not do? Is it right for beginners, but not right for other people because it might burn them out? When I'm out and about and doing dinner with amazing human beings and entrepreneurs, this stuff comes up quite often.

So I wanted to give you what I thought, because I am very opinionated, even though on my interviews I'm trying to be quiet as much as I possibly can, I'm very opinionated. So I wanted to take some time go over what I think is all about hustle, and the great hustle debate. Okay, so Gary V talks about hustle, you hear about Grant Cardone talking about hustle, and I've interviewed them and they are amazing guys, but I think the distinction is in general that when we're talking to different timelines of an entrepreneur, it's different advice. So I want to break this up into two sections, one the beginner side of things, and one the intermediate. So when you were a beginner, think back, or maybe you're a beginner right now.

I remember, and I was thinking about this when I was prepping for this, how sad the stuff I did was, everything was out of my comfortable zone, even though I had made six figures in corporate, a very, very different subset of actions when you're the one trying to come up with them, and not knowing what the right steps are. So when Gary V, to me talks about hustle, he's talking to beginners. He's like some action is better than no action, as long as you keep taking some action, you keep getting sort of feedback, which will hopefully make you smarter for those next pieces of action. And I remember when I thought action was updating the plugins on my website, or me sitting at my computer the amount of time that I should, made me feel useful.

I was trying to do everything that everybody told me to do, but I know idea what was going to work and what was wasn't. But unfortunately, my actions were really, really slow. One was reason is because I had kiddos, right? And starting when you have a kiddo, and you're not sure what to do, and pushing out of your comfortable zone takes a lot of effort. I felt like I was spinning my wheels for a really long time. So when we talk about hustle for those people, I can totally understand that the push of being able to do the hard stuff is more important than you just trying to do stuff constantly. Does that make sense? And so I think there is an air of hustle and getting outside of your comfortable zone within that hustle.

Does that make sense? So instead of just doing all the tasks, think of like the 80/20 rule, you just do all the tasks, you do all the tasks, your to do list is literally never ending. It will go over and over and over again. Yay, there's no way we can check off everything off the list because we keep adding more stuff to the bottom. Go team! This is why

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entrepreneurship is so great and so annoying at the same time. But when you actually think of the actions that make a difference, especially at the beginning, it's those ones that push you outside of your comfortable zone, not the ones like updating the plugin. And so the more of those actions you do, the better results usually you get.

And we'll go over this in just a second, the bigger your comfortable zone will grow. So when you're looking at speaking at an event or something like that, I know I still turn bright red to this day whenever I speak in general. Usually the camera isn't this close, so people don't notice as much, but every single time it was pushing me outside of my comfortable zone. And every single time I kept doing it more. And now I love speaking. Don't get me wrong, I still turn red, but I love speaking. And so what we do as a beginner that pushes outside our comfortable zone, that hustle, the amount that you're doing is good, right? Come on guys, you can do it. It's that kick in the but that you really need, especially as a beginner, to know that you can do this.

You've got this, just keep going, just keep going, just keep going. That being said, at the beginning, because everything feels like hustle, in the middle, there's not really an ending, so I'd say intermediate, before we get into expert, where we're having such a big team, you don't necessarily have to work every single hour yourself anyway. When you're in the middle, which is this weird spot of, I don't have a big enough team to do all the stuff, so I kind of have to hustle. And I really, really want to grow. To me, we have to do hustling like that within short timelines. So waking up every day and trying to eat that frog is great in theory, but I work with so many clients that it doesn't happen.

Some days we just feel like crap, and you don't want to do it. And some days, you don't have anybody pushing you telling you to go do this. When I got my mentor, especially towards the beginning, he made me to stuff. Stuff that no offense, I was not doing on my own at all. Who the heck wants to cold call? Nobody. I shouldn't say nobody, some people like it, most people don't. Thank goodness for the internet. That being said, when we're looking at what you're pushing yourself to do on your own, outside of your comfortable zone as an intermediate type entrepreneur, right? You've been in a business for a little while. You understand things that work.

You're making pretty good money, even if it's only \$1,000 a month, you're making some sort of money, or it could be \$10,000 a month. You're making money and you know that if you went all in and hustled every single second, you would probably start to feel some burnout. And I bet there are some people listening right now that are starting to feel that burnout. So what I personally like with my clients is to hustle for a short period of time, and go all in, and commit like all heck to it, and grow. And know it's going to be uncomfortable, and have peers with you, so that way it doesn't feel so bad. In my six and seven figure Masterminds, we actually have comfortable zone challenges.

So for one month, it's like okay, today is the sales comfortable zone challenge. How many sale scan we make this month? And we set a really, really big hairy audacious goal,

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and we go after it like all heck. And then after it's done we go, okay I learned a lot, massive action, really, really important, yes. And let's say you had the biggest month ever, because many of my Mastermind members, especially the first quarter of this year, had their biggest month ever, more than half of them had their biggest month ever. You know what happens when you have your biggest month ever, then your systems usually go all to heck, or you can't totally handle all of it, right?

I used to say, I still do actually, that it's like when you're an entrepreneur, you're running constantly, and tripping, and like falling on your face just about every second. And you can't really get ahead of it. And I know that's what running is technically, right? You're sort of, I'm running, I'm running, I'm trying to catch myself. But unfortunately, when it gets crazy, entrepreneurs feel like they're almost about to fall on their face and they're tripping constantly. That feeling, that's that stress feeling, that's what leads to burnout. So when you run, and you feel like you're falling on your face every second, you don't want to run anymore. You would rather fall on your face and get it over with, right?

I know I've talked to a lot of people in that specific spot. So what we try to do is we take a breath, relax. Okay, now I'm going to sprint again, but I need to make sure when I'm sprinting, I'm not dying at the same time. So when we do these ebb and flows, because of course business is never a straight line like they say. It's never all the way through. I like to see it like a stair stepper. So you can hustle, hustle, hustle, let your systems catch up. Hustle, hustle, hustle, let your systems catch up. Does that make sense? And by hustle, I'm really talking about paying attention to your revenue growth, really trying to go after everything. Not saying that when you're dealing with systems it's not work also, but I want it to be a little bit more relaxed and catch up.

So when we're looking at intermediate, what I would highly, highly recommend you do, this is actually what I do in my Millionaires' Hustlers Program. We hustle for a short amount of time, and then you take a break. I tell my 101 clients, my Mastermind clients, I want your significant other to love me. Anybody can tell you, I can double your revenue. And I've helped tons of clients double their revenue. Yeah, just double the hours you're speaking. Double the hours you're doing everything, double the hours. Well, that's silly, your husband or wife, or significant other, or children, or whatever, family, will hate me, and I'm not okay with that. I say this on my sales calls.

Because if I can make sure that you're feeling better as a person, and better as a member of your family, friends, and make you more money, that's what we're going after. Because it's really, the whole point of Eventual Millionaire is to not kill yourself trying to make money. It is not worth it. Money is great, but having issues in every other aspect of your whole life, not worth it. So if we can do it incrementally, and push yourself in short periods of time, it helps a lot. Okay, so I want to go over what the comfort zone challenges do, just a little bit, and tell you a little bit more about the comfort zone. This is something that my mentor taught me way back when, I teach it to my clients, and I think it's really important.

It's very much *Eat That Frog*, which I mentioned before is a book by Bryan Tracy. And what it says in case you don't know what it is, it's a very short book. It's about eating the frog that is the ugliest, because that makes total sense, right? it's eating the task that pushes you outside of your comfort zone the most in the morning to create momentum for the rest of your day. Just like what I do in Hustlers or with my Mastermind with active actions, they're ones that push you outside of your comfort zone, and align with the one goal that you picked. Because when you do massive action that pushed you, and has more potential results because you're pushing outside of your comfort zone, to one specific goal, that's how you get there faster.

That's how significant others love me, because they're like, they're home earlier, awesome. And they're getting more done and we're making more money, who knew? And this is not a pipe dream, please. I do this with my clients all the time. It's just nuances of cutting out what does not work, the 80/20 rule, this is not rocket science, and working on the things that really do make a difference, and pushing yourself. So I made a little picture. I'm very visual. Can you tell I was voted most artistic in high school, this is the best picture ever. Anyway, so in the middle, this is you. This right here is your comfort zone in general. And I think you've heard this analogy a bazillion times over, but the comfort zone is really where, it's not a big deal, sitting on the couch relaxing.

No, big lions, tigers, coming to eat you, your body is in the regular state of comfort. They call this one – and usually if I have colors, this would be like an orange zone – this is optimal anxiety. So it's stress, but not enough stress to push you over the edge. And I think this is the thing that's really tough, is that if we're here forever, and then we, like hustling, hustling, hustling, all the time, our levels in our body aren't great. And sometimes if we're pushing ourselves to what I call the red zone, that is not necessarily a place you want to live in forever. That's what happens with burnout. You're chugging along, you're going as fast you can, and you just can't relax. So we don't ever really want to go there.

That stuff is like, I have to mortgage the house because I took too much risk, or whatever those things are, we don't ever want to get there. We want to be staying in here, in general, and then having these states of time, where we push like all heck for optimal anxiety. Because if we try and do this every day forever, and ever, and ever, it just doesn't happen, even if we're committed to it. Whenever I work with clients, there's bad days, there's whatever it is, it's really tough to do it. So when we can do it for short periods of time, and then go, I can go back. Alright, I'm safe. Then we can sort of catch our breath, relax, and then push back out again.

So I know we can do one thing that scares you every single day, but what I really, really want you to do is do one big thing for a period of time that all aligns with what your goals is. So that way that goal happens. If it's a certain amount of money, that's great. If it's a certain amount of time you want to work, I know one of my clients this week, we gave her a time limit. She's only allowed to do 20 to 30 hours per week at the absolute most.

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And I have to get a text from her team if she works over that, and then I come in. because we need to hold ourselves accountable to some of that stuff.

So maybe that is one of those pieces where we can have other people along the journey with us really trying to push us. Because even though that sounds crazy, for a lot of my higher level clients, it's hard to get them to stop working. That could be optimal anxiety, I know I have work, but I'm not going to do it, but I know I have work, but I'm trying not to freak out. Maybe meditation is one of your comfort zone challenges. But it's really trying to figure out what works best for you in short periods of time. Because I want you to love your life, that's the point. And it's funny, because when I talk about Millionaire Hustlers, of course even the name just sounds a little skeazy. And I love it, because it's really about hustling for a short period of time.

But over these three years, the word hustle really has changed quite a bit. Though my mom was like you're calling it millionaire Hustlers, like hustlers, like the magazine? I'm like no, Mom, it's not like the magazine at all, that's horrible. So maybe in future iteration we will end up changing the way it is. But what I want you to understand, and even for you right now, whether you go with Millionaire Hustlers, we're actually pitching it this week, so everybody by September 8<sup>th</sup>, make sure you join. It's for business owners that actually have businesses already. They have to be making at least \$1,000 to \$2,000 a month, and their goal is \$10,000 a month. And we will do three months together, me live every single week, with millionaires and all sorts of fun stuff.

It's really that business foundations that nobody taught you, because MBAs, no offense, aren't doing what they used to do in business. And it's very structured, so that way you understand what to do. We really pay attention. I'm pushing you outside of your comfort zone because that is where the magic happens. I know you have heard that 1,000 times before. Whether you join, and you can check out [millionairehustlers.com](http://millionairehustlers.com) for that, or you don't, that's totally cool too, what I want you to take away from this though, in your action item, is do some sort of comfort zone challenge. You can call it hustling, you can call it not, I don't care what you call it, but I want you to actually challenge yourself.

Now that it's September, the kiddos are back in school, you can really take the time to go all in, to set yourself up to learn more in a condensed period of time, than you can in a ridiculous amount of time. I know in our Mastermind group, we have implementation retreats. We bring people in; they get more done in two days than in literally like two months. They're like oh, my gosh, mind blown. I got that thing done that I've been waiting to do, and trying to take little chunks of it. I want you to go all in, because when we can go all in and knock it out of the park, that's when we get the results that we're really looking for.

Solo episode today, let me know if you have any questions. If you have any questions about Hustlers, definitely let us know. You can email me [Jaime@eventualmillionaire.com](mailto:Jaime@eventualmillionaire.com), J-A-I-M-E. I'm probably going to get a bazillion emails,

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but that's totally cool. I love you guys. I hope you have a fantastic day. And let me know what you think, take care.

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**Duration: 16 minutes**