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Jaime: Welcome to Eventual Millionaire. I am Jaime Masters, and I am so grateful to have my previous mentor, who I used to look at as the guy that I quit my day job for, Dan Miller, who runs 48days.com. And this is the 10<sup>th</sup> anniversary of *48 Days to the Work You Love*, but he came out with a 20<sup>th</sup> anniversary one that I already gave away to people because I thought it was so good. There we go. Thank you so much for coming on the show today, Dan.

Dan: Oh, my pleasure. I'm always delighted to have conversations with you, Jaime.

Jaime: Gosh, whenever I was telling people that you were on the show, I'm like, I know, but I remember reading the book before I quit my day job. It's still so potent. It feels like a very long time ago now, but it was so potent at the time to meet you, when I met you, going, oh, he wrote the book, right? He was the guy. And I have given away many copies of that, as you can tell. So how long – it's been 20 years now, since you wrote the book?

Dan: It has, 20 years. It just seems amazing, and of course, it's a long life for any book. I've updated it every five years. So, I updated it in '05, 2010, and '15, and then '20. And I'm already making notes, because so much has happened, I'm making notes for the 2025 edition.

Jaime: That's what I'm thinking, is that the book, its longevity has lived through a lot of things, more than my children have. So, tell me about where you see it landing right now. We were just talking about how 2020 is kind of crazy. Are people really receiving it in the same way that they did at the beginning?

Dan: Totally. Because of the name recognition, it really helped, of course, with the prep. So, when it came out, and having written it the end of last year, then it came out in May of this year. But it looked like I was a genius in that I prepared for the kind of things we're dealing with now. Now, here's just a little background on the book.

So, the core concept is to look internally first. Look at how you're uniquely gifted, what your skills and abilities are, your personality tendencies, your values, dreams, and passions. Knowing those, then you get a clear focus for what the work ought to look like. That part of the book has remained the same for 20 years. So, that's still the process. So, about 30% of the book is still what was there 20 years ago. But the 70% – look how the work environment

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has changed so dramatically, and accelerated exponentially this year.

So, I talk about things like being a digital nomad, working when you're traveling not having a location, not having to go to the office, and other kind of things that are really appropriate, especially this year. So, it has been received extremely well. I've been fortunate to get a lot of interviews and a lot of buzz around the book at this point.

Jaime: Well, because they all love you. I remember reading it back then, and thinking that – now, I had kids – but the digital nomad side was always like, oh, that sounds amazing. And it seemed so far away. But nowadays, that's what most things are, especially nowadays. It's all digital, so you can really do whatever you want. Are you finding the landscape is more crowded, though, for people trying to do similar things?

Dan: Well, yes, kind of. But that is a qualified yes, because even though a lot of other people are doing it, if somebody has never heard of pizza, it's really hard to open a pizza place. If there is already Papa John's and Little Caesars, and Pizza Hut, then it's easier to come in to just do it a little bit better. So, that same is true now. Yes, there are a lot of people moving into new work models, but it doesn't take that much to distinguish yourself, to stand out, even with more in the same space.

Jaime: Well, I especially feel like, even when you're in business – because reading the book back then was one thing. But the concepts now, even in business, it's like an ever-evolving game of leveling up your strengths. You're like, oh, I'm good at this. Oh, but then everything else sort of shifts and you evolve as a person.

So, I know beforehand, when I never did interviews before, I was like, oh, actually, interviews I'm kind of good at. It's kind of fun. But then I try this, then I try this. I feel like it's not a one-and-done game, right? Do you feel like you're still evolving in what your unique abilities are?

Dan: Oh, totally, totally. And I love that process. And of course, that's so typical of the entrepreneurial lifestyle, is we look for things that are new. We don't expect things to be predictable and the same. We thrive in these kinds of environments. So, the fact that things are changing, that's a positive. If things ever get to be really predictable and the same, I'm in trouble, because I'm gonna get

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bored real quick. It is the thrill of the unknown that gets me up every morning.

And somebody asked me recently about uncertainty. Can we ever get used to uncertainty? And I said, my gosh, entrepreneurs eat uncertainty for breakfast. It's what brings us to life. It's almost by definition what a leader is. If you want to just keep things the same, and do things the way they have been, and return to normal, you're a manager. And that's fine. We need managers. But leaders, by definition, go into areas where it's unknown. There is some risk. We aren't sure if it's gonna work. And by definition, that's what a leader does. And I love that kind of environment, and so I want to be identified in that arena more than the prior

Jaime: What's changed for you, like internally in your business? Do you feel like you've shifted a lot in the last 20 years since the book was written?

Dan: Oh my gosh, yes. I could have never designed or dreamed most of the things that I'm doing today. Now, first and foremost, I love writing. I really do. I love writing. But even the application of that has changed dramatically, as you know. The whole book arena has changed dramatically in 20 years.

But here's a good example. Three years ago, the county that I was living in, in Tennessee came to me. We had on our property a converted barn that we called the sanctuary. And we had events there. We had marvelous events there. So, we had events for writers, and for coaches, and people who wanted to turn their dreams into reality. We would have seven events a year. We capped them at 60 people. That's what we could crowd in our little barn that we had. Everybody had lots of fun. And they would pay \$1,000.00 for that. So, you can do the math on that. It was a pretty significant chunk of income.

The county, after 12 years of doing that, the county came in to me, slapped my hands, and said you cannot have events on your property. We were just having a good time on my property. It's like a big party. They said you cannot do what you're doing here anymore. There was a front-page article that came out in *The Tennessean*, *The Nashville Tennessean*, on a Sunday morning that showed me on our property, this wonderful retreat center that we had created.

And the county saw that and said, you absolutely cannot do that.

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So, that requires, ooh, taking a fresh look. What am I gonna do? And I said, well, how can we continue to get people together to share ideas, the synergy of coming together and sharing ideas? What could we do that would not limit it to 60 people, but we could grow even beyond that? And we saw this online community phenomenon taking shape. And I said, let's do that. So, we created an online community, 48 Days Eagles.

Well, here we are, three years later. We have about 1,100 people in there. And they pay \$48.00 a month. So again, just the quick math, we had surpassed where we were three years ago. And here comes 2020. And all of a sudden, nobody can have live events. If things had just gone as normal, I would have been caught in a predicament like everybody else. Seven events. We already made prior commitments. People booked their flights and all that. It would be a lot of challenges. As it was, I was perfectly positioned. And what happened this year did nothing but fuel the model that we had moved to.

That's how I always look at change, even if it is unexpected and unwelcome, I'm still looking, what does this make possible? And just seeing the opportunities, instead of seeing those obstacles and dead ends. What am I going to move to? And that's just one of many examples. But my whole world has changed dramatically in the 20 years. And I'm anticipating the next 20, and the exciting things that we're gonna be able to do.

Jaime: Right. I just interviewed a futurist, and she was telling me all about the technology. I'm like oh, goodness. But don't you feel like – or let me ask you, if you do – initial hit of like, oh, no. Now I can't do what I'm doing? Does it take you aback? Does it take you a little while before you see the opportunity instead of just feeling hurt that you can't run events anymore or whatever happens?

Dan: Oh, that's a very legitimate question. Absolutely, absolutely, oh my gosh. I was frustrated, like you idiots. Here I am, bringing all this commerce to our town. I'm a good guy in the community. I am trying to help everybody, and you're gonna shut me down and tell me I can't do this. And I had politicians and all kinds of people reach out and say, this is government overreach. We need to fight this.

Well, I'm still working through the details on that property. But instead of expending a lot of negative emotional energy, that's not my style to stay in that space. It's okay. That's not working, but I'll

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bet I can figure out something that will work. So, that's always my approach. But yes, without a doubt, there is that initial, knee-jerk reaction. You turkeys. How can you possibly do this to me? And this is what I'm used to doing?

Again, we've seen that all through history. Change initiates new things. Here's another example, Jaime. I don't know if you even know this, we just moved to Florida.

Jaime: No.

Dan: So, we moved from Tennessee. So, in Tennessee, I loved our property there. And outside my office, we had a bronze eagle that I had an international sculptor do for us. It had 48 feathers on it, all the symbolism. And it was my inspiration. So, I would look out and see that eagle, just coming off a branch. It was a bronze eagle, terribly inspiring, just motivated me. I loved it.

Well, yesterday morning, I'm sitting in my office here in Florida, right here at my computer. And I turned my head, looked out the window, out across our swimming pool, and out on the lake, here is an eagle circling. I stood up and walked over. The eagle circled just right out of the movies. It went down, and I mean, came up with an 18-inch fish, brought it up on my yard, and sat there and ate his breakfast.

Now, you've got to be kidding me. I was looking at something that was static, that was just an image of, and here I am, looking at the real thing. It's one of those metaphors. It reminds me, I wonder how many other things there are in my life that I think are really good, but I'm not seeing what could be even better. And I am always expecting those things.

Jaime: I got goose bumps from that. I love stories like that. And 2020 has sort of given us a bunch of punches in the guts as a whole, in general. And to recalibrate like you said, I feel like we know we need to do it, but sometimes it's hard when you're in it, especially after you get punched in the gut. So, how do you really navigate through that? So, you said you don't stick there for very long. But what do you do? Do you just recalibrate and change your thought pattern, or do you have other people talk about the positives? How do you actually do that?

Dan: It's a combination of those things. The first thing I do is look internally, take a fresh look at who am I, what am I all about,

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where am I going, how am I going to get there. But I also really take seriously the old Jim Rohn adage, we become the average of the five people we spend the most time with. So, I reach out. And that's the thing. You and I are talking. My goodness, how long have we been friends? I immediately reach out to people who I know, love, and trust, and get their input. So, I don't feel alone in the process.

I think that's something that we see too often, where people feel alone. I'm the only one going – no, let's reach out, connect. So, I link arms with people who are smarter than I am, and who will encourage me and cheer me on. Now, that has to be really intentional, because a lot of people are around people who are whiners and naysayers, and full of criticism. Gee, things are bad. You better believe it, they're bad. The economy's bad. Yeah, you better believe it. Those politicians don't know what they're ...

If you hang around them, it's gonna accelerate those feelings. So, I now make sure that I control the input, what I'm listening to, what I'm reading, what I'm seeing, what I'm thinking, so that I'm moving forward instead of trapping me there.

Jaime: Yeah, and you must have so much, as far as wisdom, in regard to that, because you've been doing that for a long time. I feel like I'm just newer to the game of trying to, not control my thoughts, but recalibrate, like I was saying beforehand. Because I grew up in a very critical household, where everything was a bit negative. And so, the patterns, the neuroscience, I go there more often than I want to. So, do you feel like you've gotten way better at doing those specific things after 20 - 30 years of being in business, versus when you first started?

Dan: Yeah, and great question. I think it's just like toning a muscle. If we don't use it, it becomes very limp. But if we use it, use it, use it, it becomes stronger and stronger and stronger. I think our thinking in a direction like that is the same way. I don't think you have to just resign yourself to be a negative thinker. You can exercise your ability to think in other ways. And It is not just as some airy-fairy PMA, positive mental attitude. It really is exercising the thinking that pulls you forward rather than keeps you static or worse, allows you to fall back.

Yeah, it's a daily, daily practice. Part of that is, I am very protective of the first two hours of the day. To me, that is the most critical, critical time. Emerson wrote about the first hour as the

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golden hour, the rudder of the day. And I really think that it is. So, I'm very careful about what I allow into my mind. I don't get up and grab my phone. I never have my phone in our bedroom. We don't have a TV in there, never have. I don't get up and look at emails or texts or turn on the news or get a paper, or anything like that.

I want to make sure that all I allow into my brain early in the morning, those first two hours, I exercise; I meditate. I went for a long walk this morning. I listened to a Jaime Masters podcast. And then, I came back, and I was ready to start the day.

Jaime: Ah, and you can come from a point of not bombardment of everybody else's opinions and what they need. Have you been doing that for a long time, the two hours every day?

Dan: Yes, I have. I went through a real big business crash 30 years ago – well, 32 years ago. And it was at that time that I thought, my mind is a sitting duck for negative thinking. I owe hundreds of thousands of dollars; the IRS is standing in my driveway. I don't have a car, don't have a house. And that negative thinking can either take route and grow, or I can purposely plant positive thoughts, and they'll nurture and grow. That's when I started doing that two hours a day, no less than that. And it had such a profound impact on me. I have never quit.

Jaime: What advice do you have for people that are sort of in the 48 days process? Because there is a lot of learning about yourself as you're going through it, like what you did with your morning routine. But to be able to start going and pushing themselves out of their comfort zone. And then, the judge voice comes in. Like you said, it's a lot of internal game. What advice do you have for people that are trying to do this for the first time?

Dan: To do that process of making sure you're allowing yourself to be exposed to positive things that are gonna nurture you and pull you forward and look at the divisiveness and criticism that we've been exposed to this year is just unlimited, unbelievable out there. If you have that as constant input, you will then think more of the same. Even our social media feeds, that is not neutral stuff that comes along. It accelerates whatever it is you already are thinking and looking at. So, if you are right wing, you're gonna get that information.

Politically, it picks up on that. You know, if you're thinking about

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getting a new mattress, boom, all of a sudden, you're starting to get feeds on that. So, it accelerates what you're already thinking about. If you control what you are thinking about, then you'll get more of the same. So, you can do that. You really can just be intentional about that. And it just breaks my heart when I see people that just get sucked into that negativism that feeds on itself. But they allow themselves to be around people like that. They have the TV on too much. They're listening to voices that are accelerating that kind of thinking. You can change that. You can change it today.

Jaime: That's funny. I had given my best friend growing up your book also, back in the day. Now, she does actually have work she loves, just so we know. But she told me the other day that she is on a criticism detox. And I was like, that's great! I should probably do that, too. It was just a one-week thing, but she was like, I'm noticing every little nuance. Because sometimes it's just so habit that we don't even have that self-awareness piece at first.

Dan: Oh, it is. And I love that, a criticism detox. I love the books that talk to us about digital minimalism, and the social dilemma that's been so popular. We can choose how much of that we allow in. And we can certainly do that. You want to stay away from criticism, make sure it doesn't come out of your mouth, and you will hear less of it from those around you.

Jaime: Definitely. So, what do you do to meditate? Because I love meditation, and I know a lot of entrepreneurs are like, yeah, but I can't meditate. That's usually the thing I hear almost every time.

Dan: It is a challenge, especially for those of us who are in this entrepreneurial space, because we don't just turn off things at 5:00. We always have ideas, always have new projects we're working on. And I used to meditate, in air quotes, "meditate" because I would be silent. Well, guess what happens when I sit silently? My mind starts racing. Here's what I do. I use Muse.

Jaime: I just interviewed Ariel like two weeks ago. That's awesome.

Dan: Did you really?

Jaime: Yes.

Dan: Okay.

Jaime: And I gushed about it, also. So, I'm so grateful that you mentioned

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it.

Dan: Oh my gosh.

Jaime: I also use Muse.

Dan: Do you? Well, it's just a game changer for people who want to meditate because I can say that I meditated for 20 minutes, when all I did was sit in a chair and think about my projects coming up. And that's not meditation. But Muse calls you out. It rings your bell. You can't cheat. And so, I use that. I put that on, and that has been so helpful, though, in allowing me to learn the process of really slowing my mind down. And I love that because I really do believe that it is slowing my mind down, even early in the morning, when you think, oh, things are gearing up.

Slowing my mind down is a time where I really get the very best of supernatural wisdom to come in, and I'm able to hear it where I'm not crowding it out with my own rapid thinking. So, I use that.

Jaime: Yes, I'm so grateful.

Dan: And I use Ryan Holiday, *The Daily Stoic* as my reading. Most days I have other things that I read as well, but I usually start the day off with that and use the Muse, yeah.

Jaime: But I love that. I did not know that you were gonna say that because what it sounds like is that you've got the ability to slow things down. When you're saying, oh, I sort of go through my negative thinking. Of course, I externally shut off as much as I possibly can. Social media has been quite crazy this year. And so, I do know the difference of stepping away from it. But inner thoughts are just harder to untangle, and I have totally felt that the Muse has helped me just slow it down so I feel like I have a little more space in between, so it is not always just sort of garbage.

Dan: Well, it's such a tactical mechanism in which to do that. Or usually, when we're talking about our thinking, it's pretty elusive. It's just kind of out there. It's hard to really control that. But it's such a tangible way to really nail us. And I just absolutely love it.

Jaime: That's funny. One of my clients just got one last week because of the interview that I did. And she was like, I got 12 birds. I'm like, I know. The birds are the best thing ever. Keep going. I had my son do it, and he got a bazillion birds at the beginning. And I'm like, I

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suck at this. And it is, it's sticking with it and getting better after long periods of time, even if you kind of suck at it at first, entrepreneurs. I know that's what you're gonna think. And we don't like doing things that we suck at, I know. But it's huge.

Dan: Anything, though, takes time. And I know we want everything instant these days, but I'm also committed to learning Spanish right now. Oh my gosh, because I so want to talk to the people around me here, and I just think it's amateurish of me not to be able to speak. So, I'm taking lessons. I connect with Maria from Venezuela every Tuesday and Thursday afternoons, and she really pushes me hard.

But I'm committed to do it. Now, I would love to be able just to do that in two weeks, just take a crash course. It's not gonna happen that fast. But I'm really starting to see progress. And in doing so, that's so affirming to keep me going. But anything of value takes some initial work to get there. If it was quick, everybody would do it.

Jaime: That's why I loved your 48 Days concept so much. Because I was like, I can put 48 days in a box. I can know there's a beginning, and there's an end, and that I will be better at the end of it, instead of trying to figure out what you love or your purpose or all those things are so nebulous. It's hard to navigate when I'm like, I don't know. What if I do a ton of work and I don't get anything out of it, because it just is intangible to measure. So, that's one of the reasons why I liked your book so much. I was like, okay, I'm a geek. I'm gonna go 48 days. If it doesn't work, I can blame him.

But it really made a big difference to be able to have the date. Do you feel like it has helped your clients and the people that have read the book because of that specific date?

Dan: Oh, Jamie. That is the magic. That brand has been like – when I came up with 48 Days, it was like somebody poured gasoline on everything I was doing. Before that, certainly. I did not write the first book on finding your passion, starting a business, finding work you love. There's tons of them out there. But that is the magic. And I am just so grateful that I stumbled upon that. And I really stumbled upon that. But that is, people say, you mean I really can change my life in 48 days? Yes, you can, if you create a plan and act on it.

But most people, if they want to get a better job, or a promotion, or

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start a business, or whatever, they're waiting until all of the lights are green. Well, yeah, I was thinking about it two years ago, but I'm waiting until the kids graduate from high school. Gee, I'm waiting until the mortgage is paid off. I'm waiting until I get this other degree. And there's always things that are just ahead that prevent them from starting what they say – no, I say 48 days. When I work with somebody, we're really stringent on that, 48 days.

Now, if at day 49, you're still doing what you were initially, and you're enjoying that, that's fine. I'll still love you, and you can be my friend, but I'm moving on, because I work with people who take action in that period of time. And that is enough time, 48 days is enough time to assess where you are, get the advice and opinion of other people, identify three or four good options, do a little bit more research, choose one, and act. You can do that whether it's deciding what house to buy, where your kids are gonna go to college, what car you want to get, what business you want to start, where you want to apply for jobs.

Any process you can put in that filter, and you move through that, but oh, it removes the excuse of all those things where people are just procrastinating for some reason or another.

Jaime: Well, change is scary. Well, and it's funny that you said two days of Spanish. I was like, oh, I just assumed you'd do one day of Spanish, and not two. But it is, it's about the practice. It's about the meditating, ideally every day, because that's how it makes incremental changes that adds up.

Dan: Yes.

Jaime: Yeah. So, when it comes to – I know you've had the Eagles group for a long period of time. And to build that community, especially right now in 2020 when we don't actually see people. I don't see people. I see through a screen and stuff like that. Where do you think the Eagles group has sort of come through on 2020? Have they sort of banded together? Tell me a little bit more about what people are doing to try and get through this year.

Dan: They've banded together, which is really an important concept, because a lot of people, with what happened this year, have felt isolated, especially if they are not able to go to work anymore, they are not able to go to conferences. My gosh, think about all the conferences you and I used to see each other at, not this year.

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Jaime: I know. That's why I've missed you. I'm like, oh, I don't see anybody anymore. And thank you for emailing me.

Dan: Yeah. So, there is that, at least, method of connection where you can see people, interact with them daily online. But the primary thing, too, is that people are receiving support and encouragement there, where they are not getting it at other places. It gives people a way to reach out, to brainstorm, to have access to resources they would not otherwise. There is just a power in that kind of connection that most people don't have.

And also, this year what happened is people being forced to look at new work models. Hey, that isn't working. I can't depend on that. We've had a lot of pastors reach out to us this year. They thought, I'll never be affected by economic changes or political changes. How would it affect me? I'm not a business. I'm something different. And they are saying, oh my gosh. What I thought was security was just an illusion, because inasmuch as churches can still meet together online, but it's not the same.

And somebody sitting on the couch at home when that virtual offering plate comes along, they may just think, I got a free pass, baby. So, it has affected them dramatically. And we've got pastors now saying, oh my gosh. Please show me other ways where I can be more in the driver's seat and not as vulnerable in what I was doing. So, we've had a lot of different pockets. We've had physicians, and attorneys, and dentists, and pharmacists, and veterinarians saying, this has impacted me in ways I didn't anticipate. How can I see a broader scope of the possibilities? So, that's what has really fueled the growth of that community, yes.

Jaime: My previous employee's son is a pastor. So, now I want to know, what are you telling them to be able to get the message out, and to make sure that they actually have a community? When it's not in person, what sort of tips do you give them?

Dan: Well, in terms of well, we can certainly connect them together so they can get the mutual support, but then we can look at, what are things that you're already doing that can be leveraged and positioned a little bit different, realigned a little bit. Coaching is an example. A lot of pastors say, oh my gosh, I've been doing this for 25 years, but I never knew what to call it. I've never charged for it. So, we just gently position them as a coach. Most of them have two or three really core messages that can easily be translated into a course, a seminar.

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I've got one pastor, I helped him transition into he is now a trainer for Fred Pryor. So, Fred Pryor, you know the model, they send out 100,000 flyers. And they say, we're gonna deal with how to handle conflict in the workplace. Well, this guy's a wonderful facilitator. He walks in, their material, he facilitates. He gets a couple grand a day. He's working 10 days a month. He feels like he's on vacation, compared to what he was doing previously. Gee, no evenings, no weekends, nobody calling him at 2:00 a.m. because their teenager didn't come home. He feels like he's on vacation, and he's making more money than he ever has in his life.

So, it's that kind of thing. Let's assess what you were doing. Identify a couple things in there that are really your core skills. And we can just reposition those gently into something new that you've not experienced.

Jaime: Yeah. I think reading the stories, especially when I was in my day job, that it was possible for other people, especially today, it seems even way more possible to be able to do anything online, or do something that you actually care about and enjoy, because that's really possible, instead of doing work you hate for the rest of your life. You only have one life

I know we have to start wrapping up, so, what is one action, besides getting the book, what is one action listeners can take this week to help move them forward towards their goal of a million?

Dan: Take a deep breath, and look inside, 85% of the process of having the confidence of proper direction comes from looking internally first. We're so quick to look for external solutions. Gee, somebody's killing it on Amazon. I'll do that. Somebody has positioned themselves as a speaker. I'll do that. Well, that may be true, but it may be a Band-aid solution and ultimately frustrating. Look inside, so you move into something that's authentic to you. And that can be done in a three-hour period.

Take a breath. Look inside. What are my unique skills and abilities, my personality tendencies, my recurring dreams, and passions? From that, you can get a clear focus and then move forward with confidence into things that you enjoy and will bring you more financial rewards, as well. Put you on that track to be a millionaire.

Jaime: I really appreciate that. And what's so funny is it just brought up the story where one of my friends told me to be a coach many,

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many, many years ago. And I was like, coaching is dumb. So, then I had to get over all of my own issues, because it's what I was doing already for friends and family. But I was like, oh, I had such incongruent messages in my own internal head. Now, I can't, not do it. I would coach people in the grocery store if I could. It's that internal alignment of like, oh, now I understand, even though I had to get through my own crap in order to get there. But I appreciate you so much. Tell everybody where to find more about you online.

Dan: Forty-eight days – the best place to start, 48days.com. It's got the links to all the things that we do, all the fun things that we do from there.

Jaime: Congratulations on moving to Florida. Enjoy your Eagles. And I hope you have a wonderful day.

Dan: Oh, thank you so much, Jaime, always a delight to talk to you.

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