

PEDRO'S STORY

# “TAKE MY INCOME TO THE NEXT LEVEL”

Turning scarcity into abundance



# “I’m broke”

## Patterns and programming

After losing his job, the birth of his first child, and his second child on the way Pedro claims he is completely broke. He goes to Business Mastery to see Tony for the first time as a last stitch effort to save his finances and his family.

**The Pattern:** Pedro repeatedly tells himself he’s broke

**The programming:** In turn, he’s programming his mind that he is broke

Tony: I’ve had zero dollars but I’ve never been broke. I’ve had my heart, my mind, my ideas, my passion, my creativity, my resourcefulness.

### Key Takeaways:

- What we say to ourselves often becomes ourselves
- Focusing on your liabilities vs. your assets is bound to cause problems

### Exercise 1: What’s a pattern you have when it comes to not having enough resources in your life?

How might that impact you in the day to day to repeat this pattern?

# Story Time

A man who lost it all

Tony tells the story of how one man who lost it all meets an old man by the ocean. The old man challenges him in new (and frustrating) ways, and in turn Tony's friend grows to be an incredibly successful man.

## Key Takeaways:

- You have to know the rules of the game before you get in the game or you'll get hurt
- The best game is where you make the rules
- Find intangible assets and use them
- No longer affirm your limitations
- Don't just throw your money at things, YOU have to be in it as well



# It's all about mindset

Sometimes we make things so much harder than they need to be. In doing so it requires unnecessary energy that could be applied towards the things we love. In this intervention Tony senses that Pedro often makes things harder than they have to be. Tony reminds Pedro that joy comes from recognizing your are not limited by your circumstances.

It's not about hitting the jackpot

*"It is not what we get, but who we become, what we contribute, that gives meaning to our lives."*

Additionally, Pedro was looking to not only have his business fulfill him, but he was looking for a quick and easy way to get to the top. Neither mindset will serve you in life and in business.

## Key Takeaways:

- Happiness is not circumstantial
- You don't get into business to feel good, but to do good for others

**Exercise 2: When thinking about the lack of resources you have that are required to meet certain goals, what's the WHY behind those goals?**

How could that WHY be made more beautiful by turning it into something that would benefit others? Or benefit others on an even greater level?

What kind of resourcefulness could you tap into when the resources required are about helping others or about something you are incredibly passionate about?

**If a person is properly motivated, nothing will stop them at achieving their goals.**

# A Hero's Tale



Think of heroes in books, TV shows, and in the movies we love most. What made their story so compelling? It wasn't because things came easily to them. Often, they were down on their luck or between a rock and a hard place. Many came from nothing or were the underdog of their tale. Their story moves us because they surpassed seemingly insurmountable odds. They didn't have the resources. But they were resourceful.

## The training never stops

| *“What you get will not make you happy. Who you **become** will.”*

Business is about finding a way to be more, because it lights you up to light other people up. The only way to make money long term is to do more for others continuously.

### Key Takeaway:

- Sometimes it's as simple as eliminating excuses, getting to work, and executing
- Pedro had his breakthrough, but what story is still limiting him from true growth in himself and his business

### Exercise 3: What story about your own lack of resources is holding you back?

Are there things you can be more honest about yourself with in regards to your resources and what's holding you back from growth? Are there areas in your life that you might be making excuses for?

After completing this intervention video, on a scale of 1-10 how capable do you feel to realize your dreams, even if you don't feel like you have the resources at this moment to do so?

1   2   3   4   5   6   7   8   9   10

| *“Take action. Start today. Live with passion!”*