

## The Empowered Entrepreneur Show

### Episode 007

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Intro: Welcome to the Empowered Entrepreneur Show. Discover your life's purpose, reprogram your mind for success, and attract an abundance of paying clients to your business. Now, here's your host, Tom Tenaglia.

Tom Tenaglia: Hello, hi, empowered entrepreneurs. I am Tom Tenaglia. You're listening to the Empowered Entrepreneur Show. Today, I have Alex. Alex, how do you say your last name?

Alex Aanderud: Aanderud.

Tom Tenaglia: Aanderud, with us, and Alex is a productivity, and a get shit done, go to person. Did I explain that right?

Alex Aanderud: Yup. Right along with the professional mind-fucker embedded in and we've got a complete package.

Tom Tenaglia: Well, there you go. Professional... I'll let you say it. So, I brought Alex on, because I've noticed that a lot of entrepreneurs have problems with accountability, productivity, staying focused, and so, I wanted to talk a little bit about that. Why is that, first of all? Why do so many people have problems with those things?

Alex Aanderud: There's a book I read. It's called Getting Things Done. GTD, by David Allen, and in it, he talks about he compares the human brain with a computer. One of the reasons why people have issues with accountability and getting things done is because they try and hold too much in their mind. They try and process it all, and what happens is, it creates open loops, and it overloads the system, and things drop off.

Alex Aanderud: One of the things that we hear often, there's more than two million bits of information coming in, of that, you process 126, in that, you're only retaining a certain percentage, and, as you're continuing to try and hold all of these things you need to do, if you don't have a system, if you don't have a list, if you don't have a way to keep track of it, it just falls to the wayside, when something else comes in, because you've got to make room.

Tom Tenaglia: Okay. So, walk me through a little bit about what an entrepreneur, as they're building their business, they know what to do. What comes along then, and derails them, and, maybe, demotivates them, or gets in the way of their productivity? What are some examples?

Alex Aanderud: I think one of the major things that prevents people or gets in the way, demotivates them, is just the pure overwhelm of how much stuff there is to get done. And, they don't have fun. They don't enjoy it.

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- Alex Aanderud: They get to a point where there's this whole list of 100 things that need to get done, they prioritize it, and maybe, the first three or four times, they go to make a list they, actually, prioritize it. After that, they just do whatever is up on the screen that needs to get done next.
- Alex Aanderud: They're so fixated and focused on survival mode, on trying to get to the next piece, especially, as they're building their business, right off the bat, that they don't have a clear vision of where they're headed. They don't have this idea of who they want to become, what they want their business to become, or it's not clearly defined.
- Alex Aanderud: And so, what they're doing is, they end up going for a moving target, constantly squirreling, going off in a different direction, and every once in a while, they'll, actually, manage to get the shit done that they intended to do that day. And, usually, firefighting, being more reactive, instead of proactive in dealing with what they have on their plate.
- Tom Tenaglia: That's a really good point. I learned a long time ago that focusing on the things that are important, that are not urgent, is where we really want to get to, instead of letting things that are important turning into things that are also urgent. And then, all you're doing is, like you said, fighting fires with the urgent things.
- Alex Aanderud: Right. There's a lot of the businesses that I've worked with, everything from the small business up to the Fortune 500 company, and every single one has the same issue, is that, majority of the people who are working in the business, have the mindset of, what do I need to do to get to the next day, as opposed to, how do I set the next day up to be successful, so I don't repeat what happened yesterday.
- Tom Tenaglia: Oh that's a really good point. Making a portion of your current day preparation for tomorrow by applying the lessons of yesterday.
- Alex Aanderud: Right. It's important, and the other thing that people do that really prohibits them from being successful is, they don't have a good night routine. They don't have a good setup to be able to protect their sleep, and so, they, all night long, are working on different things in their brain, and they end up being really tired.
- Alex Aanderud: A lot of personal development gurus, or people who are out there in systems tell us, "Make sure you have your day planned before you go to bed.", but a lot of the people go, "Oh, I should plan it right before I go to bed." But, in doing that, it creates an open loop. We have an unconscious mind, and, as you go to bed, if you think about all the things you need to do the next day, what you're doing is, you're opening up the realm of infinite possibility for your unconscious mind to process all night long, to filter any potential challenges, mitigate the

risks, find solutions, so when it runs, all of the possibilities, all night long, while you're trying to sleep.

Alex Aanderud: So, what I recommend people do is, by six o'clock at night, to, actually, take the time to get your next day planned, because you know what you're going to get done in the last few hours of the day. So, go ahead and plan your day earlier, and, instead, at the end of the day, do something called recapitulation. Look back at what went well through the day, because then you become more aware of opportunities to do well, and things that you are grateful for.

Alex Aanderud: And, I can elaborate more on that, if you'd like.

Tom Tenaglia: Yeah, why don't we? Let's explore a little bit.

Alex Aanderud: Recapitulation, the idea is the reticular activating system. What happens is, you go to purchase a car, and you see it everywhere, right? But, what happens is, you become more aware of that in your reality.

Alex Aanderud: The things that are not emotionally involved are things that are not fired off by the reticular activating system end up getting forgotten or drift off.

Alex Aanderud: When you do recapitulation, when you look back at your day, and, what went well? What am I grateful for? What ends up happening is, you classify the day as a good day as you got to bed, which then allows you to look for the opportunities to find the gratitudes, and the joys, and the accomplishments, but what you're doing is you're, in essence, shifting.

Alex Aanderud: Most people are fueled by pain, they're fueled by, "I don't want to hurt anymore." And, when you practice the recapitulation every night, what you're doing is you're starting to, its like going into ketosis, you go in and out enough, you can go back and forth, what this does is it allows you to shift your fuel source towards pleasure. Going, "Man, I want to be able to write down that I got this done. I want to be able to get..." And, you reward yourself with a positive review of your day.

Alex Aanderud: Does that make sense?

Tom Tenaglia: Yeah, it does. Can you tie it into how that helps the entrepreneur be more productive, or accountable?

Alex Aanderud: Right. Because, if you have a list of things that you want to get done, and you get them done, and then, at the end of the day, you celebrate the fact that you got them done, then, the next day, when you have a list of things to get done, you've trained yourself, like Pavlov with his dog, you've trained yourself, you get a reward by getting things done.

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- Alex Aanderud: So, the more that you do that process, the more you recognize, or are anticipating the reward for getting things done, because, at the end of the day, you look at the stuff you did.
- Tom Tenaglia: And, what is that reward, exactly?
- Alex Aanderud: Sometimes, it's an intrinsic, it's a feeling. It's being able to look at all the things you accomplished, and being able to just feel those feelings of gratitude. Sometimes, it's the simple act of, I call it the gold sticky star theory. As a kid, a teacher gives you a gold sticky star, you get to walk over and put it on the board, and you're so excited you get to do it.
- Alex Aanderud: That's how adults feel about checklists. There's a book called Checklist Manifesto, which is a really good book, if you want to read it. It, basically, says, checklists are good, so go read it, it will tell you checklists are good.
- Alex Aanderud: But, in the book, it talks about the fact that everything that's important has a checklist. Has an itemized list where you can check things off, but the physical act, taking a pen to paper and checking something off of your list, or writing down something you're grateful for, there is a sensation and a reward, a feeling of accomplishment that comes from being able to mark it as "done".
- Alex Aanderud: Sometimes, quite frankly, most times, that's enough of a reward to get people to start shifting their actions.
- Tom Tenaglia: Okay. So, how do you take someone who has, let's say, so much going on, maybe they're a solo-preneur right now, maybe they have a day job, they're getting started in their business, and certainly, that works if somebody is managing eight hours of their day, and they're able to plan for these things.
- Tom Tenaglia: How do you take somebody who just... It feels like there is never enough time, there's always family things to handle, relationship things to handle, and they come home, maybe they work nine to five, and they have the classic five to nine, so to speak, to work on their own business.
- Tom Tenaglia: What are some tips they can use to really optimize those four hours a day to make the most effective use of that time, while they've already, maybe, put in a full day somewhere else, as well?
- Alex Aanderud: One of the things to do that is very helpful for entrepreneurs who have that limited window, is to make sure that they're clear about what they're going to do during that time. And, one of the first things that I always recommend. People who are getting the business starting, all the way up to the CEO, the first thing you need to do is schedule your time off.

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- Alex Aanderud: You have to schedule your time off because if you don't protect your time off, then your family, your friends, people will resent you for the time that you're spending in your business.
- Alex Aanderud: And, for me, I'm married. And, my wife lets me do absolutely crazy things, so I'll be gone for a month, and she's totally cool, but it's because she knows when I get home, I promise I've got this time slot, and this is your time slot. And, as long as I protect that time for her, she's okay with me protecting time for the business.
- Alex Aanderud: And, if I don't take care of me, if I don't protect my time for me, I'll resent her for the time she is taking. So, the first thing you've got to do, you've got to really protect your time off. Your time for yourself. Your time for your family, your time for your friends, your social activity.
- Alex Aanderud: You get that stuff on the calendar, and then, with the time that's left, you've got to figure out what is realistic. What can you get done in that time, and set your goals based upon that time.
- Alex Aanderud: So, first thing, what are your daily habits? What are the 10 things that you want to do every single day? And, start tracking that. Where is your time going? You say they have that five to nine time slot that they can work on their business, there's a concept that's called a time audit. Have you ever heard of a time audit?
- Tom Tenaglia: I think so.
- Alex Aanderud: So, with a time audit, the way that that works is, you have, every 30 minutes, you write down what you've done for the last 30 minutes. So, every 30 minutes you write down, "Okay, so the last 30 minutes, I was on Facebook, I worked on this, I helped dinner with my wife."
- Alex Aanderud: But, what it does is it allows you to, actually, get a meta-perspective to see where your time is going. So, once you know where your time is going, you're protecting your time off, and you have this limited time that's left, then what you've got to do, is you've got to write down your to-do list. You've got to have a system to put all of your tasks in, and then, a way to prioritize those tasks, and check them off as you get them done.
- Alex Aanderud: It's that slight, individual, day-by-day step that will build your business over time to a point that you can walk away from your job, if you want to.
- Tom Tenaglia: Okay. What are some tips you have for putting that list together, and making sure that the right things get worked on at any given time?

Alex Aanderud: So, there's a book called The One Thing. It's by Gary Keller. And, in it, he asks a question, "What is the one thing you could do that would make everything else easier and necessary just by doing?" And so, what I recommend is, when you're doing your list, write out your list, get nine items there, and write down what is the most important things. You write them down, prioritize what is the most important thing.

Alex Aanderud: Then, go through and go, "Okay. What are these highly important, these things that need to get done that are really important to me?" Give yourself three of those, and then, the rest of the list become that low priority stuff that you can fill in if you can, and try and get it done. And, I've got a way that you can put points to it, so come up with a way that you can start to, maybe, reward yourself for doing the important things, and the more important, the more points you get.

Alex Aanderud: Or, the more important things that you get done, you give yourself some sort of reward, like, "If I get this thing done this week, then what I'll do is, I'll go to a movie. If get this stuff done this week, then I'll be able to buy that book that I want for my business." If I get this stuff done this week, and find some way to, basically... It's that rewards system. It's getting yourself to be motivated to get, as opposed to, get away from.

Tom Tenaglia: Okay. And, why is it so important that we focus on getting versus getting away from?

Alex Aanderud: The idea of getting versus getting away from, there's a concept of move towards versus move away from. It's motivation. So, in health and fitness, it's the easiest place to talk about this, but I'll bring it back around to business, but health and fitness, it's really easy to explain. If somebody says, "I don't want to be fat anymore.", they will put in lot of effort to get away from being fat, but once they can get far enough away, they go, "I'll never be that fat again.", and they fall right back to where they were, if not further than.

Alex Aanderud: And, it's this yo-yo. The further you get away from the pain point, the lower the motivation is to keep going. It's like two magnets that push away from each other. The further they get, the less the motivation. The benefit of moving towards what you want, the benefit of rewarding yourself and training yourself to move towards the reward is, it's like flipping the magnet around. The closer you get, the more pull there is, the more motivation you have, and the more momentum you have to get closer to it.

Tom Tenaglia: Okay. Yeah, that makes a lot of sense. I think I can understand how it comes back to business, then, because if you're always moving away from something, really, once you achieve the thing that you're running away from, you no longer have that motivation to take the next step.

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Alex Aanderud: Right. That's why, in business, when you have people who are looking to grow to a certain point, they're, "Man, I want to be able to pay the bills." That's, technically, it sounds like, "I want to move towards.", but really, what they're doing is, they're moving away from the pain of not being able to pay their bills.

Alex Aanderud: So, they get to this certain point where all their bills are paid, and then, they start to taper off their effort. You're sitting, and you're working on this thing, it's, "Man, I have to get this thing done, and here's all the things that will happen if I don't do it.", you get it enough done that the pain goes away, and then, you forget why you were working on it in the first place.

Tom Tenaglia: That, I think, looking at the concept of motivation, really makes sense to me from a productivity and accountability standpoint, because for an entrepreneur who might be motivated to become an entrepreneur, because they don't want a certain situation in their life. Maybe, they don't want to run out of money. Maybe they don't want a day job. Maybe they don't want, whatever it is, and when the pain is not strong enough, because something is going really, really well, or they brought in a client, or the job's fine right now, then they're not really motivated to work on their business.

Tom Tenaglia: Versus, if they tie it back to purpose, and tie it back to motivation. I talk a lot about purpose on the show, right? So, tying it back to purpose, it brings a reason for doing the business, and all the sacrifices that you have to make early on to achieve, and I can really begin to appreciate what prompts somebody, in a sense, to be an entrepreneur, and what it takes to maintain that motivation, because, yeah, if they just always want to have a safety net, and they know what that safety net is financially, and they bring in a client that brings in that safety net, there's really no incentive for them to go get another client for a period of time.

Tom Tenaglia: Versus, if the outcome of working with that client fulfills a greater purpose, then they're able to spread the message. It's just like the podcast. I want to help connect these two worlds. I see people that are extremely empowered, I see people that are very entrepreneurial, and the two worlds, having dived in each area for about a decade each, the two worlds can, really, learn from each other, and accelerate the messages that they're getting out there in the world, and that's the whole purpose of the podcast, even, right?

Tom Tenaglia: So, it's what gets me to record a show every week. It's the purpose of... I could track numbers, and look at them, and go, "Oh, numbers went down.", or whatever, but if my motivation is to get in front of a million people, okay, fine, yeah, there will be weeks where I'm motivated, and weeks that I aren't. But, if my purpose is just to empower that one individual to get one thing from each individual show, now, I'm talking to one person at a time. And then, that person is able to talk to somebody else, and then, the message continues to spread. Not of the podcast, but because the podcast.

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- Tom Tenaglia: And so, I can begin to get in touch with what you're saying from a business perspective.
- Alex Aanderud: One of the things that I like to do. We talk about the positivity of being able to move towards what it is that you want, but there's also a benefit to moving away from what you don't. And, this is very important for people to get, and a lot of empowered people don't always recognize, because they've gotten so trained to motivate themselves, by getting what they want, that they forget where they start.
- Alex Aanderud: And, a lot of times, when you are stuck, the quickest way to get you to take motion, is to bring up the pain. The pain gets you moving. The pain will get you going, and so, what I talk about is, there's a switch point. There's a point in which you need the pain in order to motivate you. And, as that pain gets less and less, you need to find some way to replace the motivation to switch, so that you're now moving towards what you want. And, there's a switch point in there.
- Alex Aanderud: But, the pain is important, because it pushes you out of your comfort zone, and forces you to take action. I've got an analogy. It's kind of fun. It's, if I was downstairs, knocked on your door, I said, "Hey, I've got a million dollars for you.", and you were upstairs naked, you'd get dressed, come downstairs, get the million dollars. If your house was on fire, you'd jump out the window. You may or may not get dressed. It's okay. Right?
- Alex Aanderud: One causes action a lot faster, but it's also more destructive if it lasts too long.
- Tom Tenaglia: Yup. Yeah, very true. I have a slightly different analogy for that, but I think yours works just as well. I like the idea, yeah, you're running away from the fire, versus running towards the million dollars. It's kind of interesting, because you could run away from the million... you could run away from poverty, by running toward the million dollars, too. So, getting in touch with where is the motivation for doing it coming from.
- Tom Tenaglia: And so, I think, that's a really good tip for entrepreneurs. Reminding themselves, what is their purpose for this? And, what is it, in a towards direction, that's going to help remind themselves why they're doing it? Because, I've heard entrepreneurs go, "Well, I've got to give up my social life for a period of time to build this business.", and that might be true, in certain situations, but, to me, it's not what you're giving up, it's what you're setting the foundation for.
- Tom Tenaglia: And, how you're adding, and what you're moving towards, and, yeah, there's delayed gratification, and here's a saying that somebody once told me, which is, "If you want to have the things that others don't have, you have to be willing to the things that others aren't willing to do." And so, I love going in the opposite way of the herd, and I just love going, "Well, if everyone's going that way, I'm going to go this other way." Because, depending on what I'm doing. I have story



after story as to how I did that and turned it into a success, and it's just... Not all the time. You have to look at the situation.

Tom Tenaglia: Here's what's crazy about that, too, is in copywriting, right, we talk about, yeah, you do have to tap on the pain point. You have to get them motivated. There's the story of the elephant laying on the nail, whimpering, and somebody says, "Why doesn't the elephant just get off the nail?", and it's, "Because it doesn't hurt as much."

Tom Tenaglia: And, it's get them to a point where they're going to move, right, and get them started, and then, you can show them, give them, reasons for what they need to move towards, so in copywriting, we do that, and in everything that I do... I mean, I have to look at the herd when I do copywriting. I have to look at what way is the herd going to move. But, entrepreneurship is being on the other side of that [inaudible 00:22:01]. Right? It's looking at, "Hey, if the herd is going to move this way, how do I become... ?"

Tom Tenaglia: One of my favorite copywriters likes to talk about shepherding. How do I, actually, guide them, guide the herd? So, the herd is not this bad thing, but rather, as the marketer, as the entrepreneur, as the copywriter, you're leading them towards greater pastures. So, I like that approach.

Alex Aanderud: Yeah. I like that.

Tom Tenaglia: What are some ways that a marketer, or an entrepreneur, or a businessman, can know that they're on the right track with the tasks that they set out, whether they're tracking towards certain metrics. Do you have any methods for ensuring that they track on a day-to-day basis?

Alex Aanderud: Yeah, I throw out a lot of book recommendations, because at my desk, I've got my library on both sides. One of the books I recommend is The Four Disciplines of Execution. And, in The Four Disciplines of Execution, they talk about setting a wildly important goal, but what they talk about is, they talk about the two different types of measures.

Alex Aanderud: Everyone looks at a measure and goes, "I want to have so much sales volume.", but there's a lead measure, and there's something called the lag measure. A lag measure is the result. It's what you get from. It's the thing that the activity that you've already done in the past, is what's causing that measurement to happen.

Alex Aanderud: So, for instance, how many sales you have. How many new clients you enroll. A lead measure is something that predicates the success that you're going to have. So, the lead measure of... we're using getting the new client. How many phone calls did you make? How many cold touches? How many networking events did you go to? Right? Those are lead measures. And, another word for the lead measure is something called a key performance indicator. So, a key

performance indicator are quantifiable numbers that predicate your success. So, where a lead measure is something that you have to do in order to get to success, in order to turn it from a lead measure to a KPI, key performance indicator, you have to be able to write a number down. You have to be able to quantify it.

Alex Aanderud: And then, what you do is, every single day, you keep track of your numbers. So, lets say, for instance, you have a goal that you're going to attend two networking events each week, that's not the KPI. The KPI is, how many networking events did you attend that day? And then, at the end of the week, you tally up, and you say, "Okay, how am I doing?"

Alex Aanderud: And, what happens is, you start to form a ratio. You start to see, "Okay, how many sales did I end up getting? And, how many networking events did I have to go to, which led to how many one-to-ones, which led to how many closing conversations, which led to how many sales?" And, once that ratio shows up, you go, "Okay, well if I want to have this much money, then this is how many networking events I have to go to."

Alex Aanderud: Because, you can back trace your key performance indicator to go, "What is the ratio of these numbers that get me the result, the money, that I'm looking for, the number of clients I'm looking for."

Tom Tenaglia: That's really fascinating, because we intrinsically know that in marketing, yet to do it from a day-to-day productivity standpoint, I think you've, probably, set off a couple of light bulbs for some people listening, because marketers get so into this, "Well, how many leads do I have coming in to my funnel? And, how many pages, through the funnel, do they need to go through, and how many opt-in metrics, and how many came on my launch list?", and all this stuff that people are used to.

Tom Tenaglia: Okay, I start with a 1500 person list, I'll get 10 sales, by the time we're done." They understand it, intrinsically, but yet, to do it, with what the person needs to do on a day-to-day basis, and then, coming up with, "How many of X did I do that day?", so that you can, actually, begin to extrapolate for the month, and then, for the month, be able to extrapolate toward the year, and understand.

Tom Tenaglia: That is so critical, because you build a business day-by-day, moment-by-moment. And so, to understand the quantifiable approach of what you're doing day-to-day. People might be, "Why am I going to this event?. Oh, I won't get a lead." Well, maybe you won't, maybe it's the belief. We can talk about that in a whole different conversation, but there's, also, the, you don't know which... If you know out of 10 events, you're going to get five clients, you just don't know which 10 events it's going to be.

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- Tom Tenaglia: It's just you know, out of 10 events, so, okay. And then, so if you know, "Well, if I go to 100, now I'm getting, from 10 events, are showing up, and then, I'm getting five clients.", then you can begin to, "Okay, well I need to go do this, and how do I optimize the ratios?", probably, where I would imagine, you would go next, because that's what we would do in marketing.
- Alex Aanderud: Right. That's exactly. And, that's another one of the personal development books. I remember reading that when I was 17, 18, where they talk about the law of averages, and they say, "If you do something enough, an average appears. And, once you have an average, you then understand two things. One, what you need to do to generate the result, and two, a metric to try and improve, to see if you can get a better average."
- Tom Tenaglia: Yeah. Okay. So, tracking KPIs on a day-by-day basis toward the goal. So, it sounds like, identifying the goal, and then, figuring out what are my KPIs day-to-day, quantifiable, that I'm going to be able to track? Day one, I don't know how many I have to hit to hit that goal, but I can track it, and then, ultimately, look at that law of averages, figure it out, and now, my success becomes repeatable.
- Tom Tenaglia: Because I think, when I had asked you if you wanted to hop on the call, we didn't even really dive into this topic, but I think this other comes up, where people, they want to reproduce the results. Right? They're, "Oh, I got a client this month, and now I'm struggling to find another client." Right?
- Tom Tenaglia: There's always this, "How do I get more leads?" Well, getting a lead is just, from my perspective, is just the same thing you did, but you have to build it as a process. I just released an episode called, Marketing is a Process, or at least, I think it's called, Sales, Marketing, Advertising, and Branding, or something like that.
- Tom Tenaglia: But, it talks about marketing as a process, and so, when you have a process, then there's not question as to how you get leads. Right?
- Alex Aanderud: Right. The other benefit of the process is, once you have a process... So, I've got a background as an engineer, supporting experimental flight tests for Boeing, in the U.S. military. I helped with the Dreamliner, I helped with the Poseidon, which is a 737 modified to hunt submarines. So, when you start talking about process, this is, actually, something that I do a lot of with the companies that I consult. Because I go in and I look at their people as a process, and go, "Okay, so how do we streamline your intangible assets? Your culture, your trust, your communication. How do we go through?"
- Alex Aanderud: So, like you're talking about, if marketing is a process, once you identify what your process is, you can identify where you're wasting time in your process. What's the waste? Get rid of the waste You're able to find where you have inefficiencies. You're able to find where you have redundancies in your process.

And, the more you streamline your process, the more you maximize your profitability.

Tom Tenaglia: Yeah. I think people are over-complicated. It really is that simple. I remember going down this path where I'm, "The law of averages. Does that really work? And, is it really... ", and then, I started, it's so crazy, because then I dove further on to the empowerment side. And, they would say, "Well, you know what? Your representation of one is the representation of many." And, I'm, "Wait a minute, that sounds like the law of averages in a business context."

Tom Tenaglia: So, if I see that the same pattern emerges, there's a hierarchy. There's a repetition, there's a structure, there's a predictability, then, "Oh, okay, I guess business is right." And so, I'm looking at this... I'm looking at the... I could have just believed-

Alex Aanderud: Fractal geometry.

Tom Tenaglia: Yeah, exactly. But, that's the real term, which I don't want to-

Alex Aanderud: That's awesome.

Tom Tenaglia: Right? You hear fractal geometry, in a spiritual setting, and then, you go... If you look at the roots of a tree, and it's, "Oh, okay, the branches come out in the same way that other things form."

Tom Tenaglia: And, it's this same process with marketing. It's so weird that if you scale a marketing campaign, you get the same, or very close, ratio, than when it was small. Which is why the small test works.

Alex Aanderud: Right.

Tom Tenaglia: And, it's so fascinating.

Alex Aanderud: I've got a very simple formula for success. Set a goal. Do something. Did it move you closer to the goal? No? Do something else. Yes? Do it again. It's really that simple.

Tom Tenaglia: I, all right, I'm going to add to that too, because I love when I hear something complex that I try to explain, and I hear it from somebody I bring on in a much simpler way. And so, I'm going to attempt to simplify this concept as well, going along with, yeah, did it get you closer?

Tom Tenaglia: There's a concept of learning loops. And a learning loop, basically, says, "We have the knowledge, we have the action. We have the hypothesis, we have the action." And then, you look back at the result, and you go, "Did the result, did it follow the hypothesis? Did it match the hypothesis?"

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- Tom Tenaglia: If it did, that's called knowing. We now know. We have a knowing. We had hypothesis. If it didn't, then we look at the action. Was the action right, based on the thinking? If the action was wrong, that's a single loop learning. But, if the action was right, then we have to look at the hypothesis, and the thinking. Was the hypothesis wrong? If it was wrong, then we have double loop learning.
- Tom Tenaglia: And, really, you said it much simpler than that, but I look at that, and I go, I'm reminded of, we have to have a hypothesis. We have to know what we're aiming towards, in order to track, did we get there.
- Tom Tenaglia: If you put in a GPS, you have to put a destination. If you go to the airport, they're going to ask you where you want to go.
- Alex Aanderud: Well, here's a really good point with the GPS. I love the GPS, I use this as an analogy in some of my workshops, is, for the GPS, if I'm driving from Phoenix, Arizona down to San Diego to go visit a friend, I quite often will just plug San Diego into my GPS. And then, when I get closer, I'll put in their actual address, because, for now, I know I just need to that general vicinity.
- Alex Aanderud: But, people get so caught up in the goal, and in the specificity of the goal, that they allow that to prevent them from being able to start moving. Now, at the same-
- Tom Tenaglia: Oh, I like that.
- Alex Aanderud: ... point, as you get closer to the goal, you have to have it as spot down and specific, otherwise, you might end up in the wrong neighborhood. I did that a couple of times in Philly. It was not a good thing.
- Tom Tenaglia: I would agree, having moved from... yeah. There are those things that can occur. Let's see here. I... Sorry, I just had a... trying to clean... There we go. I apologize for that.
- Tom Tenaglia: Yeah, I heard another example, because I never did that, where I just put in the general city, because I never know what city I'm going... I never know where it's going to end up taking me, but, I have had to start driving without the signal on the phone, or on the GPS, whether I was in a parking garage, or I was in a signal-less area, or whatever. And, I knew, "Okay. I'm right by the highway. I've got to go north. Okay fine."
- Tom Tenaglia: Then, I start on the highway and go north, and then, eventually, the GPS picks up the signal and, "Okay, now I'm going to my more precise location.", but I like what you said about that level of precision, or specificity early on can keep somebody from moving. I launched this podcast on a whim. That's a totally separate conversation as to how it happened, but I just started moving.

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Tom Tenaglia: Because, for so many things, "Well, how's this all going to happen? What are all these details?", and then, I just said, "Screw it. Here's the vision, let's start moving." And, I think that's so true with entrepreneurs. You start figuring it out along the way.

Tom Tenaglia: And, for the people that need everything answered right then and there, yeah, it can get in the way of just getting started. Well, you're about to have a kid, right?

Alex Aanderud: Yeah.

Tom Tenaglia: And so, I've heard new parents, I have some friends that just had babies, and they say the same thing. Nothing is going to be able to fully prepare you for the birth of that child. And, once the kid shows up, well, now, you figure it out. And, I think it's kind of the same thing with entrepreneurship.

Alex Aanderud: It is, and, do you take responsibility? You want to use the kid as an analogy, that business is your baby. Are neglecting it? Are you taking care of it? Are you going to blame the baby because it didn't get the food that it needed? Or, are going to go, "You know what? I didn't go to the store."

Alex Aanderud: We, so often, in that baby-parent standpoint, will take full responsibility for everything that goes wrong, but when you're a business owner, you go, "Man, these people just don't understand what I offer." No, you're communicating it in a really shitty way. It's really-

Tom Tenaglia: Yeah.

Alex Aanderud: Own your results.

Tom Tenaglia: I use the baby example with some clients, and to get them to see, and it's, early on, yeah, you have to nurture, and care for them, and explain things to people in a way, like they are that kid.

Tom Tenaglia: And, people want to blame the lead, or the client, or whatever, and entrepreneurship is going to teach you a lot more about you than you think.

Alex Aanderud: One of the things, I'm going to continue down the child analogy, because this was a conversation I, actually, had with someone earlier today-

Tom Tenaglia: Oh, sweet.

Alex Aanderud: ... was, people get a new tool. I'm going to talk about a CRM, a client relationship manager. They get a new tool. And, they go, "I need to know how this software works. I need to be able to use every aspect of it." But, if you just

start off just using the part that you need, and then growing into the other pieces, that's how you're able to fully get to use a tool.

Alex Aanderud: It's, "Oh, I don't know..." Someone asked me how am I so good with Excel. Because I've had a lot of shit come up I didn't know how to do, so I had to google it. But, it's because I started with the basic function, and then, as I learned other functions, I added it to.

Alex Aanderud: You get a system, people are, "Oh, I have to use every page of this. I have to use every single part of this system.", and you go, "No, you don't. Just use the part that works for you, and if you want to add the other stuff in, add the other stuff in. Use it later."

Alex Aanderud: And so, it was a really cool conversation, because he was talking, and he's got a CRM, and he's got the Zoho One suite, and Zoho One has every single thing it's got, in one platform, but he has no idea how to use any of it. It's, "Well, why did you get it?" He was, "Because I wanted to be able to track my clients." I said, "Well, then just look at the CRM, and get good at that, before you start adding the other tools in." Right?

Alex Aanderud: And so, get good at that, use that, and then, grow from there.

Tom Tenaglia: That one thing. That, what's this one thing you wanted to do? To track... You're absolutely right, that's how everything is incremental like that. Everything. And, the nature of growing a business where you make these incremental improvements, and these incremental action steps along the way, I think, sets it up for much greater success in the long run.

Tom Tenaglia: You're right, you've got to use that one thing. I'm thinking through, if I had a kid, I'd have to learn... How do you bathe a newborn? How do you feed a newborn? And then, before you know it-

Alex Aanderud: How do you tape them to the ceiling fan? Right? The important-

Tom Tenaglia: How do you what?

Alex Aanderud: How do you tape them to the ceiling fan and balance it out, so that way, the fan doesn't... no? She keeps saying I can't be alone with the kid. I don't know why.

Tom Tenaglia: Yeah.

Alex Aanderud: I've done the math. It works fine.

Tom Tenaglia: Yeah. No, yeah. So, but you build those things up one at a time, right? It's, okay, now, all of a sudden, you know how to... It's with anything, it's with any skill. It's with anything in life, it's that first step.

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Tom Tenaglia: We're about to release some marketing software that we've been working on, and my partners and I, we have this large set of features we want to put in the product, but at some point, we had to say, "What's that first set of features that we're going to ship?". Because, we have to get it out there, and we have to start getting it used, and we're going to get feedback from people, and all that stuff.

Tom Tenaglia: Large software products don't become large overnight. They were incremental, along the way, and everything is that step. And, if you just look at... I like looking at the next thing. I'm a big proponent of lean thinking, and we would say, in lean thinking, we would say not to prioritize the order or completion, but to prioritize the next thing that you're going to complete.

Tom Tenaglia: And, rather, look at what's the next thing to complete after this, and looking at that rule of one item at a time, and yeah, that's an aim, because at any given time, there's usually more than one thing that has to get done, and if we just say, "What are we focused on completing first?", that's how you get four or 500 episodes in a podcast. It's one episode at a time.

Alex Aanderud: Yup.

Tom Tenaglia: I'm not recording the first one-

Alex Aanderud: It's that concept of building the wall. Will Smith is talking, and there's a story in the Bible, but Will Smith has one of his little motivational videos, and he says, "The reason why I'm so much better off than so many other people, is because they focus on the wall, and what I do, is I set the brick. And, I focus on setting that brick the best damn brick I could ever lay. And then, I'm going to do it again with the next brick. And then, the next brick, and the next brick. And, I'm going to become the best bricklayer of that one brick that I'm laying down in this moment right now, and then, I'm going to do it again with the next brick, and the next brick, and eventually, you have a wall."

Alex Aanderud: And, it's building the daily disciplines. It's building the habits, it's building that, how do I be present with what I'm doing right now? And, like you said, there's always more than one thing that needs to get done, but here's an epiphany for most people listening, you can only do one thing right now.

Tom Tenaglia: Yeah.

Alex Aanderud: There's always more than one thing that needs to get done right now, and you can only do one thing right now.

Tom Tenaglia: I'm glad you said that.

Alex Aanderud: At every moment, you have that same choice. You get one thing you get to do in that moment.



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- Tom Tenaglia: Multitasking is a myth, because you're only ever doing one thing at a time. Someone challenged me... What?
- Alex Aanderud: Oh, I was just going to say, I've heard that, multitasking is a myth. I'd prefer to say multitasking is a blatant lie.
- Tom Tenaglia: Well, yes. Yeah. I had someone challenge me on it, and I said, "Look, what kind of work do you do?", "Oh, I work in computers." "Okay, sweet. Well, multitasking, are you able to have two keyboards up, looking at two totally different computers, and typing two totally different things, one with your left hand, and one with your right hand?", and the other person is, "Well, no.", and I'm, "Well, what do you mean by multitasking?" "Oh, I have this window up on my left screen, this window up on my right screen." I'm, "And, which one are you typing on?" And, they would say, "The right screen." I'm, "One. Which one are you typing on?" Ta-da.
- Tom Tenaglia: The computer is processing, is multitasking, it can't multi-thread, is what they call. But, humans not multi-threaded. Well, what if I'm carrying two babies? Well, I'm sorry, you're doing one thing. You're carrying two babies. There's a level of chunking, as we would talk about, where you can group these things together and still call them one thing, and you can't multitask.
- Tom Tenaglia: So, being present, I think... I interviewed Brandon a couple of episodes ago, and we were talking about being present on sales calls, and really hearing what somebody is saying on the sales call, and what they're internal representation is, what's going on in their head about what they're saying.
- Tom Tenaglia: And, I love sales calls, because I get to be present. And, I get to be present in everything that I do. And so, being present with you on the podcast, turning off notifications, and sharing with you. I'm so present that, sometimes, I keep talking, and I've got to realize that I've got to ask you another question.
- Tom Tenaglia: So, I don't have a laundry list of questions to just go through, I'm just rolling with it, which is not something I would normally do. And, believe it or not, it's something that I want to practice, right? Being a little bit more flexible in that regard.
- Tom Tenaglia: And so, historically, I would write down 1700 questions from Sunday, and aim to get through them at rapid fire speed. Not on this podcast. That would be back in previous types of interviews I would do. And so, here I'm learning, piece by piece, moment by moment, because that's how you build a business. Laying that brick, one brick at a time, and becoming the best bricklayer.
- Tom Tenaglia: Somebody goes, "I'm a wall builder.", but did they start one brick at a time? "Oh, I build houses." "Really? Where do you lay concrete? Where do you stick

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wood in... ?" I don't know how you build a house, necessarily, but you know what I mean? It's, what are you really good at in that process?

Tom Tenaglia: Yeah, I can build a house too. It's called, call a plumber, call an electrician, call a carpenter, call a... I can call all the right people, but did I build that house by coordinating? I don't know. It's very fascinating to me.

Tom Tenaglia: So, we have these key performance indicators, that we track to. We have the goal. We have the daily tasks. You did, earlier, mention something about preparing for the next day, something about six o'clock the night before. Maybe we can elaborate a little bit more on that.

Alex Aanderud: Yeah. So, the idea is that at the end of the day, and I say set by six, just because it sounds phonetically cool, but really, it's before you, actually, wrap up your work day, which is, as a side note, something that most entrepreneurs suck at, which is you need to stop working at some point.

Alex Aanderud: But, when you're wrapping up your workday, you should know what you're going to get done for the rest of the day, and can plan your next day, so that way, when it comes time to get ready for bed, you can focus on what you've done. It's like bookends. You want to have a routine to start your morning, a routine to start your day. You have a routine to close your workday, and then, a routine to go to bed.

Alex Aanderud: And, what that does, is it bookmarks and compartmentalizes the day in a way that allows you to be productive. I'm sitting down and I'm doing this call with you. Before I do a call, there is a certain thing that I do to go, "I am in a call." I shut my door, I position my seat, I do a grounding exercise, I make sure my water is accessible on my right-hand side. There is something I do, and then, I can be fully present in the call, because I've set the space, and I have my ritual for doing a call.

Alex Aanderud: When I wrap up a call, I also have a way to close the call out. So, I, typically, will move my water over to my left side. Why? Simply to indicate in my mind I'm not engaged on the phone, looking at my computer screen, but I'm doing something else. It allows me to focus and function, based upon how I set things up.

Alex Aanderud: And, actually, I came up with this when I was at work. I was at my job, and, as an entrepreneur, I was going and I was coaching, I was working with CEOs, and then, I'd go back, and I was a low-level planner at the position I was in at the time. And, I had to flip back and forth between an engineer working on the computer, and an executive consultant. And, I'm going back a forth.

Alex Aanderud: So, what I did, was I got a mug, and it was the coolest little ugly-looking mug. And, when I got to work, what I did was, I went over, I got the burnt Folgers coffee, I put it into the mug, I took it up to the nose, I took a sip, I smelled it, put

it down, took a sip, went over to my desk. I set it down. I rotated it one, two, three times, and my hands, I just did it, my hands are up on my keyboard, ready to type.

Alex Aanderud: Because, that was my ritual to be in the state. It got me in a position where I could be that engineer. I could be the guy who just sits and works, and does the job I needed to do, and then, I reversed the routine.

Alex Aanderud: I went out, I dumped the coffee out, I washed the mug out, I put it down, and then, I'd leave, and that left that personality at my desk. What's really cool about that is, the day I quit my job, somebody accidentally bumped me, and the mug fell off of my pile of stuff and shattered.

Tom Tenaglia: No way.

Alex Aanderud: Yeah, it was the coolest thing. And, they're, "Oh, I'm so sorry.", and I was laughing so hard, I'm, "I guess I don't need that one anymore."

Tom Tenaglia: Yeah. The mug became energetically assimilated to the job, and now that you no longer had the job, the mug... We talk about the external world's a reflection of you, and somebody might go, "Oh, that's a coincidence." There aren't any coincidences. These are all energetic exchanges, and it's a representation of the energy for the job, which is really fascinating.

Alex Aanderud: So, that goes back to that set by six. The whole reason why you want to have it set by six is, if you plan your day at the end of the day, you play the day all night long while you're sleeping, which decreases your quality of rest.

Alex Aanderud: And, one of the things is, when you have limited time, you've got to make the most of it, and the best way to make the most of your sleep time, is to go to the bed in a positive state, having thought about the things you're grateful for. That's the best way to get a high-quality sleep.

Tom Tenaglia: Okay, so you talked about not doing it right before bed. You talked about doing it earlier in the evening. Can you talk about why not to do it the next morning?

Alex Aanderud: Momentum.

Tom Tenaglia: Okay.

Alex Aanderud: As you get going, again, some of the times, the hardest thing to do, like you said, you made that story about the elephant, why doesn't he get off the nail? Because it doesn't hurt bad enough, right?

Alex Aanderud: If you don't have the list of something to do to start your day, I don't care if you have the whole list. I really don't. But, if you don't at least have a couple of

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things on your list to build the momentum of action, what you're doing is, you're starting your day in a stagnant state, planning, which then sets the tone for the rest of the day.

Alex Aanderud: If you already have your list of things that you want to get done, and you start your day by doing something on the list, what you're doing is, you're setting the tone of the day as a day of action. And, that's really what it's about, is building the consistency in your actions.

Tom Tenaglia: I like that. Because then I can see planning for the next day as part of the wind down routine. And, any day that I've woken up already having planned the night before, I get started right into action, and more tracking it, more of the items get done, than, if I just woke up going, "Okay, I know I've got these four things." And, it's more like, "Do I really want to do that?"

Tom Tenaglia: But, there's something magical about putting them down there as setting the tone for the next day, and then, waking up and just going, "Okay, time to cross these four things on the list."

Alex Aanderud: And, there's also something magical about having it in writing. I've got a planner, I've got index cards, and love it, because I, actually, for my workouts, I've printed them on index cards, and I just pick up an index card and that's what I'm going to the gym to do. I don't have to pull up a computer, and try and find what my workout is, I don't have to try and find it on my phone, and see the 3000 notifications that are coming in.

Tom Tenaglia: Yeah.

Alex Aanderud: I have it on paper, and the only thing, it goes back to that focus on that one brick, because it's on paper, that's the one thing I'm focused on in that moment, to get started.

Tom Tenaglia: I like that. I know, you mentioned planner, and so, I'm assuming, let's say I know that, I would imagine you track your KPIs, you track your goals, you track the things that you want to do-

Alex Aanderud: Write down the things you're grateful for, be able to look at the months ahead, see what's going on, being able to look each week, plan the week ahead, because one of the things I say is that, every week, you should plan the week. Every month, you should plan the next month. Every quarter, you should plan the next quarter.

Alex Aanderud: And it builds, so that way, you spend a little bit more time. I spend a weekend every quarter to plan the next quarter. I spend a day every week, to plan the next month, I spend 15, 20 minutes every day, to plan the next day. Because, it

allows me to do more detailed planning, and be able to build that momentum in the plan, so that when it comes time to execute...

Alex Aanderud: This is what it's about. This is why planners, this is why writing things down, this is why all this matters, is if you are making it up as you're going along, you're wasting the limited resource your brain has. If you know what to do, you can focus on doing it. If you don't know what you're doing, you have to focus on doing it, and figuring out what you're doing, at the same time.

Alex Aanderud: And, multitasking doesn't work, so you're either going to be doing one or the other, and most people will spend all of their time focused on what they want to get done, instead of the physical act of getting it done. Because, if they don't have a plan, they're going to do one thing, and they're going to plan it, instead of do it.

Tom Tenaglia: Yup. The classic adage, "If you fail to plan, you plan to fail?"

Alex Aanderud: Yup.

Tom Tenaglia: That makes a lot of sense to me. I always would have a goal for the day, have an intention of something that I would want to achieve and work towards it, and it's the combination of those things that were planned that get you to that end result.

Tom Tenaglia: Like I said, we're about to launch marketing software, and the software has a lot of components to it, and we didn't set down to go, "Okay, we're going to go write this jumbo thing." We looked at what's that small piece we can build today? What's that next small piece we can build today?

Tom Tenaglia: But, we looked at, how do we want it to end up, and how are we going to backpedal into it, so that what we do today is reusable, and we can build upon it? And then, we implement it in such a way that we're able to build upon what we did today.

Tom Tenaglia: So, everything that's done is purposeful, and that we know that when the sum of the unit pieces are all completed, the software will be ready to release. And, we also know that each day that goes by, we feel good about that one piece that we built together. And, there's a sense of accomplishment that we've worked towards a goal.

Tom Tenaglia: Because, it's very demotivating if you have such a big piece of pie that you're trying to chop off and you just can't... It's, "Why am I doing this? It feels like never-ending." But, when you have that small, incremental piece, and you're planning that day-by-day, it just adds up.

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Tom Tenaglia: Someone told me that he stopped saying, "Happy New Year", and he started waking up every day saying, "Happy New Day.", because it reminded him of that energy of, "I get to set that goal right now. I get to choose what I'm going to work on." Why wait for January 1st, only to forget about your goal by January 3rd or 4th?

Alex Aanderud: At [inaudible 00:55:01].

Tom Tenaglia: Yeah, exactly. Right? Why? I did something that everybody that I talked to was, "What are you doing?" I decided that, at the week of Thanksgiving, I was going to start my health routine. And, I was going to eat clean all the way through the holiday season.

Tom Tenaglia: Because, I went the opposite direction of the herd. Because, people would be, "Why don't you, at least, wait until...?" Why? So, I can put on 10 more pounds over the holidays, only to have to work even harder the following year? That's crap. And, no, I'm going to eat. "Aren't you going to enjoy Thanksgiving?" Yeah. "Are you going to enjoy Christmas?" "Sure." I'm just not going to eat 10000 calories.

Tom Tenaglia: What's enjoyment to me? What's health? What are all these things, right? So, my girlfriend does health and fitness coaching, and I said to her, "What's that thing that you do that really makes the most effect." And, it's that one meal at a time. That one choice, that one meal.

Tom Tenaglia: Because, even looking at the day in health and fitness can sometimes be overwhelming. "Oh, my God, I've got to eat clean today?" But no, can you make the next food choice clean? And, if you always choose the clean option, then, naturally, it takes care of itself.

Tom Tenaglia: It's everywhere, right? What you're saying is everywhere and entrepreneurs have got to remember that it's what they're doing day-to-day, the action of the entrepreneur falls within anything else.

Tom Tenaglia: And so, I think we have a way to help out the listeners, the empowered entrepreneurs that are listening to the show, to really maximize their productivity and accountability with themselves, and to implement all of the things that we've talked about. Right?

Alex Aanderud: Yeah. One of the things that you and I have talked about is, I've talked about this planner that I have, and the planner that I've got, it really takes all of these different tools and processes and puts it in one things. So that you only have to have one book that has everything in it.

Alex Aanderud: And, the way that this planner came to be was, I, actually, I hate planners. I hate using a planner, but I knew that I wouldn't be successful if I didn't have one. And

so, I went out, I started using one, I used a different one, a different one. I never found one that I liked, and I kept having people recommend, I'm, "Oh, what do you like about that?", and they'd tell me, "Oh, yeah, I like this piece, but it doesn't have."

Alex Aanderud: And so, what I did was, I took all these recommendations, I had people send me pictures of their planners, I, actually, bought about 15, and I took the best of all of these different planners, along with some integrative psychology, and put together a system that has everything that you would need in order to really create success. In order to be able to create that momentum that you need in order to be successful.

Alex Aanderud: One of the things I talked about is, the kid who is trying to get started, it's, "You don't have to do it all. Just get started with something." And, that's how this planner works. The planner has a lot of tools and resources built in. It's got a time tracker, so you can either do an audit, or you can do a schedule, and so, write down what your schedule is.

Alex Aanderud: But, if you don't want to use that, don't. It's okay to have blank pages in a planner. But, it also has a place for you to gameify your to-do list, to be able to get points, to be able to reward yourself, to get certain things, to be able to get points, prioritize your list, and reward yourself for getting it done. To be able to track, what are your key performance indicators? Write down your gratitudes. Write down your recapitulation. Track your daily list.

Alex Aanderud: It's all included in one book, which I love. It's easy to carry.

Tom Tenaglia: And, I like what you said about, they don't have to do all of that day one. They can just pick one of those tools within that planner, and start using it, and they'll get benefit right from there. So, it's really simple, and then, next month, or whenever, they could add that next tool on top.

Alex Aanderud: And, the planner that I have, it's got all of these different things in it, but the reason why I think it would be really good for your listeners is, they can have it. I'm, actually, I've got... Every month, I create a blank version of my planner, because I've got two versions. I've got a personalized version, but I also have a blank version that's just, it's got all the tools in there, it's just not pre-printed with your daily habits or your KPIs, or your goals. It's just blank inside.

Alex Aanderud: And, I've got that, and they can have that for free. They can download it, use it, print it, carry it with them, and just get the experience of being able to have a system, and how it works for them. And, if they have questions, reach out to me. Let me know. I'm happy to hop on the phone and talk with you, walk you through it.

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Tom Tenaglia: Sweet. We will, definitely, link to that free planner from the show notes page of the episode. And, we'll get people downloading it, and using it. And, you mentioned there's a personalized version of it. Can you talk more about, what do you mean by personalized?

Alex Aanderud: Oh, sure. The personalized portion of the planner, the way that it works is, in the centerfold of the planner, there's a place for you to write up to five goals. Up to seven key performance indicators, and up to 10 daily habits. And then, every week, there's a score sheet, where you get to write those in again, and then, keep your score.

Alex Aanderud: The personalized planner, what I do is, either me or one of my coaches, we get together, and we take your goals, your habits, your key performance indicators, and we print it on every day of the planner. So, that way, when you go in, you don't have to write down 10 daily habits, and then commit to them. They're already there, so all you have to do is commit to them each day, instead of having to, actually, write it down.

Alex Aanderud: So, it takes the time to, actually, using the planner, and makes it a lot more reasonable. Because, that was one of my biggest struggles with planners was, I'd have to write everything in.

Tom Tenaglia: Yeah. You have to plan to write in the planner.

Alex Aanderud: Right.

Tom Tenaglia: That's true.

Alex Aanderud: And so, the personalization of it, it allows it, so it makes it easy, it's yours, you have it in front of you, your goals. Having your goals in front of you every day helps keep you consistent on whether or not you're taking action towards it.

Alex Aanderud: Because, a lot of people, it's not that they're not willing to do the daily habits that they want to install, it's that they think about eating clean at dinner time. After they've messed up the rest of the day. So, if you have it pre-printed, and it's in your planner, and you go, "Oh, yeah, I commit to eating healthy. I commit to exercise. I commit to doing 10 phone calls. I commit to talking to three businesses."

Alex Aanderud: And, you have that there, and you commit at the beginning of the day, it's fresh. So, you know everyday. It's like, today is happy new day. Right? It's being able to go, "Yeah, today I'm going to commit to doing these things."

Tom Tenaglia: Oh, I love it. As somebody who is so busy, just knowing that it's pre-printed for me saves me all of that time, and you've got the key performance indicators,



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you've got the goals, you've got the daily habits already in there. And, it really sets us up for success already.

Tom Tenaglia: So, I think we're going to have to do a deal here for the listeners then. Not to put you on the spot, but have you got anything for me that we could possibly share? I don't know.

Alex Aanderud: Well, typically, it's \$47 for the planner, for the personalized planner, plus shipping and handling, but if... shit. If you guys are willing to do a 30-day commitment, here's what I'll do. I'll do \$97, you get 30 days worth of the planner, it's \$97 plus shipping, \$15 shipping and handling, and what I'll do is... Use it. Use the planner, and if you don't like it, just let me know, you can keep the planner, I'll refund you the cost of the planner, the \$97, plus any shipping that you haven't used. Any shipping.

Alex Aanderud: So, I'll mail you the first one, if you don't like it, I'll give you back the \$97 plus two months worth of your shipping and handling.

Tom Tenaglia: Wait, so you said 47 for one month. You also said 97 for one month, so I'm a little confused.

Alex Aanderud: 97 for three.

Tom Tenaglia: Oh, three. Okay, even better, then.

Alex Aanderud: 97 for three months, so it's \$47. If they were to go to the website and buy it right now, it's \$47 plus \$17 shipping and handling, if you were to buy it for this month. So, what I'm offering is, the deal for you guys is 90 days, so three months worth of planners, and it's \$97 for the three months.

Tom Tenaglia: \$97 for the three months. Perfect. And then, if they didn't like it, or whatever, that you would refund the full \$97, no matter if they used one month, two months, or three months.

Alex Aanderud: Yup.

Tom Tenaglia: So, it's, basically, a 90-day guarantee, less whatever shipping and handling was used. So, they'll get back the shipping and handling that they didn't use. Which, I think, that's a wonderful deal. You can download the free one, you can try this one out for 90 days, and you've got all of these... That's really, really cool.

Tom Tenaglia: And, actually, after the... So, two questions, then, for you. One is, after the three months are up, if somebody wants to continue, does it go to that \$47 price? Or... ?

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- Alex Aanderud: No, I would keep it at the, what is that? 27 bucks? So, remind me of the price. So, it's \$27, I'll do \$27 a month thereafter, and I'll keep it at the 15 instead of 17 shipping and handling, as long as they keep the planner. If they keep the subscription in effect, I'll honor that lower price for as long as they want to keep the planner.
- Tom Tenaglia: Okay, so \$97, three months, \$15 shipping and handling per month. They pay that up front, and they get 90 days, and then, if they want to continue to be on that 90 days, 27 for the planner, plus 15 shipping and handling, grandfathered in, and they get to lock that rate in, as long as they keep a subscription. I think that is fantastic.
- Tom Tenaglia: I do want to ask you one more question, then, about that, is, why are we shipping the planner each month, as opposed to just shipping them three?
- Alex Aanderud: So, the reason why we're shipping the planner each month is because a lot of times, the goal of having a daily habit that you're tracking, is at some point, you no longer have to track it.
- Tom Tenaglia: Because you hit it.
- Alex Aanderud: Because you hit it. Well, you get it so that it goes unconscious, and you don't need to track it anymore, because it's on automatic. So, you can add a new goal, a new habit, in, that you're trying to build. Same thing with the goals. You have five goals on there, well, what happens if you hit two of them? You want to keep looking at the goal that you already hit?
- Alex Aanderud: So, the personalization isn't just the personalization one time, and then, I send you the same planner month after month. It's a personalization each month, so that way, you can adjust, and course correct your business as you need to.
- Tom Tenaglia: Oh, I love that. So, okay, so they can do the 90 day, three month planner, or three one-month planners, because the goal is to help them towards those goals, meet the KPIs, and everything, and you'll personalize, even month two, and month three's, planner for them, if they need to change anything.
- Alex Aanderud: Yup.
- Tom Tenaglia: So, I think that's a wonderful deal. I will definitely... You have to send me the link to that, and I will make sure it gets out on our show notes page for people that want to take advantage of it.
- Tom Tenaglia: What if people have questions? I guess you can also give me a link that I can get them in touch with you. This way, if they have questions using the planners, you said they can reach out. We'll have to post all that information at

empowerdentrepreneurshow.com. And, be able to get them over to you for that help.

Tom Tenaglia: Because it sounds like, even if with somebody using this planner, if they want to ask you a question, they can certainly reach out and get the questions answered, and I've never seen a personalized planner, honestly. Especially one that does things like KPIs, and habits, and everybody has goals, because that's what you're planning for, but KPIs and habits, they're things that are completely trackable and quantifiable.

Tom Tenaglia: I think that's great, and personalizing it, also makes you even want to use it, because it speaks to you, it's your business is different than everyone else's business. That's the nature of an entrepreneur. They want to be, "Well, you know what? I'm different. Here's why my product and service is different."

Tom Tenaglia: Debate whether or not that's true, but every entrepreneur loves to feel that their business is different, and this really helps. There is something to be said about holding something that is personalized. Any time I've had something personalized, and it speaks to me, it's the planner gets in partnership with you, and it helps you move towards a goal.

Tom Tenaglia: As opposed to one more thing I've got to plan for, right? Writing in my planner.

Alex Aanderud: Right.

Tom Tenaglia: It becomes an easy thing to incorporate, and so, we will get all those links up there at empowerdentrepreneurshow.com, so people can take advantage of that.

Tom Tenaglia: I'm going to send them right to you. I don't want any cut or anything. I want people to just interact directly with you on it. So, basically, I'm not going to be affiliated to this. I want my listeners to know I'm not going to take a cut of this. I'm not trying to sell something I don't believe in either.

Tom Tenaglia: I just want to point them to you, because so many people have come to me with accountability problems, and these things that we've talked about are so simple, and sometimes we overlook them.

Alex Aanderud: The biggest challenge with simple things, is that they're easy to do, but they're also easy not to do.

Tom Tenaglia: Yeah. That is true. Having a kid, well, having a kid is probably pretty easy. Raising the kid takes a little bit of time, and is not as much really easy to do, but, you know what I mean?

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- Tom Tenaglia: We have these simple things that are easy to do. It's easy to eat crap, and it's just as easy to eat something that is clean. And, it's just that small choice, moment-by-moment, as to finding ways to make those choices, and so, this is fantastic.
- Tom Tenaglia: A three month deal, \$97 plus 15 shipping and handling per month. The ability to customize the planner. They get it in the mail. You'll grandfather pricing beyond those three months, to \$27, which is significantly cheaper than the price for somebody coming directly to you, and so, I think that's huge.
- Tom Tenaglia: And, yeah, we'll get them over to you.
- Alex Aanderud: So, the biggest thing I'd ask is that, and this is for you, as the listeners. If you guys take me up on the deal on the planner, use the planner. Make it worth it. Make it that it's worth your investment, because if you use it, it'll be worth it, and if you don't, it won't.
- Tom Tenaglia: Yeah. I think that shows your integrity with this too. You're not just wanting to sell the planner. You want to really help these people, and help the business owners grow their business, and so, and the fact of the matter is, they have to share with you what to personalize the planner with, already gets somebody in that mindset.
- Tom Tenaglia: And so, I really hope that, yeah, that anybody who takes advantage of the deal does use it, of course. So, that's really awesome, Alex.
- Tom Tenaglia: Any final statements or questions, no, not questions, you know what I'm trying to say. Summary, things that you want to add? What's-
- Alex Aanderud: Yeah, I've got a story.
- Tom Tenaglia: Go for it.
- Alex Aanderud: I like stories.
- Tom Tenaglia: I like stories too.
- Alex Aanderud: So, I was working at Boeing, and there was a point in which I was working on something, and my lead said, "Hey, Alex, can you help me?" I said, "I can't. I need to get this done." And, he says, "No, you don't need to get that done. You want to get it done. I'd like your help, please."
- Alex Aanderud: And, I didn't have many people skills, and I was a smartass, so I said, "Oh, we want to play this game." So, I'm, "Well, I don't need to help you.", and we went back and forth, "Well, you need the job.", "Well, I don't need the job." "Well, if you don't got the job, then you'll end up homeless." I'm, "Right." "Well, you

need to follow the law or pay your taxes.", "Well, if I don't pay the taxes, I'll go to jail."

Alex Aanderud: And, it's, "Right, but I'm homeless, so at least I can get three square meals." We go back and forth in this banter game. And, it was, "Well, you need to breathe.", and I'm, "Well, technically, I could hold my breath. I don't have to breathe." He said, "Right, but if you pass out, you would start breathing again. It's a self mechanism. It's unconscious. You can't control that." I said, "Right, but I could create a contraption that would prevent me from breathing."

Alex Aanderud: And, you know those moments in the office where it gets really, really, really silent? There's that awkward, weird, quiet time?

Tom Tenaglia: Yeah.

Alex Aanderud: Right then, he slams his hand on the desk, and says, "All you need to do is die." And, I lost it. HR came running over, and I'm, "That is the most powerful thing I'd ever heard." The only thing you have to do is die.

Alex Aanderud: And I'm, that is so freeing, that idea that all you have to do is die, and I lived with that for so many years, and as I started bridging that gap between being an entrepreneur and being empowered, I learned that there's, actually, two things that, I don't think, should be optional.

Alex Aanderud: The first is that everybody needs to die, and the second is, you have to live until you do.

Tom Tenaglia: I like that. I like that. So many... Are you living? Are you... ? I like to look back at my life so far, and I like to imagine, where do I want to be when I'm no longer here?

Tom Tenaglia: Because, all right, since you shared a story. I saw a video that was supposedly filmed in New York, and it showed a chalkboard, and it said, what was the question now? It was something about, "If you died tomorrow, what would you regret?"

Tom Tenaglia: And, every response, hundreds of responses, had the same word somewhere in that response. Do you know what that word was? That word was not.

Alex Aanderud: Not?

Tom Tenaglia: Yup. Not telling this person something. Not making this other thing right, Not doing this. Not following my gut. Not building this business. Not trying harder at something. It was all of this, not.

Alex Aanderud: Wow.

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Tom Tenaglia: And, I went... exactly. Wow. And, I just said, "Well, what if? What if I operated so that I couldn't say I didn't do something I wanted to do?" Build that. Follow that gut. If somebody says to me, "I want to build that business, but I'm not sure I can." How do you know? Go do it.

Alex Aanderud: Worst case scenario, you learn a good lesson.

Tom Tenaglia: It's going to help you somewhere along the line. What is it that you're not doing that you really want to do? And then, go do it.

Tom Tenaglia: I didn't want to build a podcast, honestly. But, I asked a question to the universe, and I had seven people in the course of three days all talk to me about podcasting. And, I fricking was, "Okay, I think I'm just going to build a podcast." Because I said, "How do I not let some information die with me? How do I get some of this information out there? How do I connect these two worlds?"

Tom Tenaglia: And, people, through various courses, over three days, they all shared with me the power of podcasting, in one form or another. I was, "How about that? I probably should learn more about this podcasting thing. Oh, wait, it's going to help me get my message out there? It's going help people connect, and learn, and share, and grow, and... ? Wow. Who would have thought?"

Tom Tenaglia: So, here's the crazy thing. I don't care if no one listens, because the recordings will stay there forever. And, it doesn't matter. Maybe I'm not recording for this generation, maybe I am. Someone will find it at some point. At least I know, you might talk about it away from, but at least I know that I can't say that I didn't do it.

Tom Tenaglia: And, to me, moving in that direction, where I look back and I go, "You know what? I'm ready." When the time is right to leave, and to have that level of peace. My aunt's mom passed away at 102, and she was so peaceful, and said, "It's time." No sooner did she say it, she was gone. The spirit knows.

Tom Tenaglia: And, that level of commitment to ourselves, what are we going to do? To me, what if this planner is that one thing that somebody needs to be able to commit to themselves? Because how can you commit to clients if you can't commit to yourself?

Tom Tenaglia: I love the fact that, yeah, if people grow their business by using your planner, I love it. Because it helps them get in touch with who they are, which comes back to purpose. Helps them grow their business, and just helps them live a life that's purposeful. So, they can't go, "Oh, I should have bought Alex's planner when I heard about it on the podcast."

Tom Tenaglia: And, instead, they go, "Oh, thank God."

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Tom Tenaglia: You're doing a three month money back guarantee. Hell, that's awesome.

Alex Aanderud: The company's name is Legacy of Results, because our number one value is results. You're not paying us for our time, you're not paying us for our products, you're paying us so that you can get a different result than you've been getting.

Tom Tenaglia: Yeah. So, after my story, after your story, man, this was a great episode. And, I just absolutely loved talking about it, and we'll have to stay in touch, Alex. I appreciate your time.

Alex Aanderud: Thank you so much for inviting me on, and giving me the opportunity to talk about some of the things I've learned. Keep things moving, and to get going with your business.

Tom Tenaglia: You're very welcome. Take care, man.

Alex Aanderud: Yeah, you too. Bye for now.

Tom Tenaglia: Bye-bye.

Outtro: Thank you for listening to the Empowered Entrepreneur Show.