



# JIM HARSHAW JR

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## *Revealing Failure as the Path to Success*

### **Success Through Failure Podcast**

Action Plan Episode #126

Jason Fitzgerald

Jason is an entrepreneur, marathoner and the Founder of StrengthRunning.com, one of the largest online-coaching businesses in the United States. His work has been featured in Runner's World, Competitor, Lifehacker, and many more, but his real passion is helping runners become their best. He's been the overall number one finisher in marathons and half-marathons around the country. In addition to being a USA Track & Field certified coach, he's the author of two books: 101 Simple Ways to be a Better Runner and Running for Health and Happiness. Both books were #1 best-sellers on Amazon. Jason was a collegiate athlete having run both track and cross country and he's found a way to take his passion and turn it into a business.

### **Quotes**

"I think it's also important to know that your passion has to be something that people are going to pay for."

"Differentiating is always important. There has to be a reason for someone to pay attention to your business rather than your competitors."

"The reason I'm here is because I never quit."

"Look at your boss, and then look at your boss's boss. Is that what you want to be doing?"

### **About Taking Action**

"I think this is a big barrier a lot of people have to get over, it's simply embarking on the journey of entrepreneurialism or even building your career in the corporate world, not knowing how it's going to turn out. I didn't know where that path was going to lead me, but I just started doing things. I have a bias towards action and I

think that's the really important part, just to make sure that whatever you want to do, go do it."

### **About Taking Calculated Risks When Investing**

"It was a risk I was willing to take. In other words, it was a failure that if it happened, I was going to be OK with because I didn't quit my job to do. I did it all on my spare time. I invested an amount of money that was reasonable to me at the time, money that I would consider to invest in an individual company. So if you're OK putting \$1,000 or \$2,000 into a tech company where you're not really sure whether that money is going to do anything, then I think it is better off to take that \$1,000 or \$2,000 and put that to the startup cost of your business. That's how I viewed it as, a risky investment. The payoff is potentially huge but if you're going to lose it, it's only a \$1,000 or \$2,000. You're not going to be living on the streets with a decision like that. To me, that was an acceptable risk and it turned out to be failure"

### **About Making Hard Decisions**

"I just want to share one quick quote, I believe it was Tim Ferriss who shared it, 'Easy decisions, hard life. Hard decisions, easy life.' And that is such a wonderful, brief, concise encapsulation about what we've been talking about. It's that you kind of have to make some hard decisions and take some difficult actions early in the journey. But once that snowballs and compound, you're really going to benefit from it down the road."

### **Action Plan**

"The first thing to do is just commit to doing something, even if that something is as simple as blocking 20 minutes of your day to do some brainstorming. So block 20 – 30 minutes off your calendar. Turn off your phone and computer, get a piece of paper and plan and work backwards from where you'd like to be. Sketch out some business ideas and break down those goals into subgoals. I believe if some of your subgoals are so small that they can be completed in 10 – 30 minutes, then you're on the path to success because now when you have a spare 30 minutes, you can go and look back at your sheet and do one little thing that takes 10 minutes. Even if you do that one little thing today, you have built your business today."

### **Recommended Tool**

"What's transformative for me is getting outside of my house to work. I have three kids under five in my house so it can be insane here. I got an office outside of the house. It's not super expensive. It's a co-working space and I can go there for 4, 5, 6 hours during the day and get done what would normally take me two days. The productivity power of getting outside of your typical surroundings and away from

some of the distractions of having a home office with a lot of kids running around is that you can really, really focus."

### **Recommended Books**

*The 4-Hour Workweek* by Timothy Ferriss:

<https://www.amazon.com/4-Hour-Workweek-Escape-Live-Anywhere/dp/0307465357>

*The Ultra Mindset* by Travis Macy:

<https://www.amazon.com/Ultra-Mindset-Endurance-Champions-Principles/dp/0738218146>

### **Website and Social**

Website: <http://strengthrunning.com/>

<https://breakingmuscle.com/coaches/jason-fitzgerald>

Twitter: <https://twitter.com/jasonfitz1?lang=en>

Facebook: <https://www.facebook.com/strengthrunning/>

Instagram: <https://www.instagram.com/jasonfitz1/?hl=en>