



JIM HARSHAW JR

Revealing Failure as the Path to Success

Wrestling with Success Podcast

Action Plan Episode #50

Russell Brunson

Russell started his first online company while he was wrestling at Boise State University. Within a year of graduating he had sold over a million dollars worth of his own products and services from his basement!

For over 12 years now Russell has been starting and scaling companies online. He owns a software company (ClickFunnels), a supplement company, a coaching company, and is one of the top super affiliates in the world.

DotComSecrets was created to help entrepreneurs around the world to start, promote and grow their companies online.

On making money online:

"You have to frontload a whole bunch of work but, man, it's worth it when you're done."

On where to start when wanting to make money online:

Russell Brunson's three-step process

- 1) Find a hot market: Most people take this backwards and think they can't sell something because someone else is already selling it.
- 2) Ask them what they want to buy: Most people assume they know what people want to buy so they just start creating products.
- 3) Create the product and give it to them: Enough said!

On morning and daily routines for success:

“On the mornings that I follow my routines, I get way more done. On the days I don't, I'm always off. I think if more people focusing the gauge initially it changes the whole perspective of the day.”

On leaders waking up early to be more productive:

“The more I get done before everyone else wakes up, so they know the direction we're running, the less I have to do the rest of the day. By me getting up 2 hours earlier and working from 5-7 am, I'm moving a whole bunch of things forward and then handing them back off to my team and they will run. I can show up later to the office, or not at all, and more stuff gets done than if I show up at the same time as they do. Everything else flows faster when I do the early morning routine thing.”

33: failure story

One action to take today to help you live your ideal life and build your ideal business:

“Find someone who has the business of your dreams. You've got to funnel hack them. You've got to buy what they have. You've got to take pictures and screenshots of every single page because then you're going to know exactly what you need to create.”

If you could sit down with your 20 year old self, what would you say?

“I would say figure out what path you want to go down and go and do that for free. If you do that, the results that come from you proving yourself and earning it will be the fuel to help you get everything else that you want in life.”

Websites:

<https://www.clickfunnels.com/>

<https://dotcomsecretsbook.com/>

<https://twitter.com/russellbrunson>