



JIM HARSHAW.net

You Can't Get Pinned When You're on Top

Wrestling with Greatness Podcast

Action Plan

from the interview with Aaron Grossman

In this seventh episode of Wrestling with Greatness, host Jim Harshaw, a former Division I All American and Division I head wrestling coach, interviews Ernst and Young Entrepreneur of the Year finalist and founder of Wrestlers in Business, Aaron Grossman.

Aaron wrestled at Miami University (OH) and found that wrestling created the ideal mindset for becoming a successful entrepreneur. He shares insights into the mindset that has helped him grow his business from scratch to a projected \$100 million in business. He has a personal mission statement and shares how you can create one using something called a "reverse timeline." Big goals, daily competition with yourself, a personal mission statement and finding others that can help... tons of takeaways from this episode!

Tip for Goal Setting and Finding Your Personal Purpose: Look at your life through a reverse lifeline. Start from the end of your life and work backwards. What is important to you?

One piece of action to take today:

Aaron recommended two things. First, he sets goals for himself every day. EVERY DAY! It's like a competition for him.

Second, he not only has the short-term daily goals but also a long-term BHAG (Big Hairy Audacious Goal). His was \$100,000 million in business by 2016. During the Great Recession, his wrestling mindset kept him from giving up on this almost ridiculous goal. Now, he expects to hit that goal next year, right on schedule! Set a BHAG for yourself!

What would you tell your 20-year-old self?

Believe in yourself. You're on the right track. Just keep going.

Book recommendations:

Givers and Takers by Adam Grant

Wrestlers in Business Network: <http://www.wrestlersinbusiness.org/>

Wrestlers in Business Twitter: <https://twitter.com/wrestlersbusns>

Business website: <http://www.alliancesolutionsgrp.com/>

Business Twitter: https://twitter.com/aarong_alliance