



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #258

John Lee Dumas

John Lee Dumas is the host of *Entrepreneurs on Fire*, an award-winning podcast where he interviews inspiring entrepreneurs and publishes episodes daily. With over 2000 episodes, 1 million+ listens a month, and seven-figures of annual revenue, JLD is just getting started.

Quotes

"Your clarity is going to come when you find something that you're both passionate about and curious about, while at the same time you have some skills and expertise in."

"In the real world we live in where time is very valuable and truncated, we've got to make the most of what we have. The fact that we know we have 15 minutes to talk, we go right into the meat and the potatoes."

About Finding Your Big Idea 05:28 - 08:00

"The reason I figured things out at 32 was because then, I just started educating myself. I was reading the books. I was listening to audiobooks. I found the medium of podcasting and something just clicked. I get this medium. I understand it. I can see podcasting becoming big because how can it not? This is free, on-demand, targeted content. I can listen to what I want, when I want, how I want to. It's amazing. How can I double-down on this? I listened to everything I could get my hands on. I got to know the medium. And then, one day, it was just like, 'Ding, why aren't you starting the show that you wished existed?' I wanted there to be a show that came out more than once a week interviewing entrepreneurs and it didn't exist. So I launched that show. I filled that void. I launched *Entrepreneurs On Fire*. It was the best daily podcast interviewing entrepreneurs at day one. It was also the worst. It was the only daily podcast interviewing entrepreneurs. I was the only show in town.

Think back to the day when there was just one movie theater. I cornered the market. I dominated the competition because there was no competition, and I filled that void because I made it happen. I had that mover's advantage. So when people are looking for clarity, your clarity is going to come when you find something that you're both passionate about and curious about, while at the same time you have some skills and expertise in. You're able to find that mold of that zone of fire where those things connect. That's your big idea. Once you have that big idea, how much do you have to niche down within that to get more and more narrow focus and specific until you look around and say, 'Oh, okay. Either there's no competition here so I can dominate it or there is some competition but it's pretty weak and it's not good so I can crush them and make it happen.'"

About Batching Like A Baller 09:26 - 10:48

"It's all about batching. That is the biggest tactic that I was able to apply to my business that made it work. Batching like a baller, that's the phrase that I use. It is so key and critical to not try to recreate the wheel every single day. If I try to wake up and say, 'I've got to interview somebody today, I've got to find somebody to interview today. I've got to edit. I've got to publish it. I've got to do show notes,' that's what how most people approach it. It's like a piecemeal. There's a reason why Henry Ford had a massive breakthrough back in the day with cars and was able to make them as cheap as he was able to make them, because of the assembly line. Batching is a similar process. One day per month, I can get all my podcast episode recordings done. I would typically do 8 episodes one day per week, doing a daily show. There was even a process where on the first Monday and Tuesday, I would do 16 episodes on Monday and 16 episodes for Tuesday. That would be my two days a month, recording Entrepreneurs on Fire episodes. That gave me 27, 28, 29 days per month to do other things in the business. I still do it to this day. You and I are talking right now and you are my 6th out of 20 interviews for today. I do one day per month where I am back-to-back on other podcasts."

About The Impact Of A Morning Routine 12:21 - 13:37

The biggest thing that I do is a morning routine. That has the most direct action on my success, absolutely without a doubt. Knowing that I'm getting up every morning at 6:15, I'm going down to my gym, I have a virtual workout with my trainer in my gym, then I'm jumping in my sauna, then I'm jumping [inaudible 12:38], then I'm coming up, I'm showering, I'm journaling back over here, I'm meditating, I'm going through the process of my morning routine every single day, filling myself up energy-wise and fuel-wise. So when I have a day like this where I'm doing 20

interviews, every single one of these interviews is going to be high-energy. This is my focus. This is my Superbowl, this day per month. Guess what? I've done everything this morning to set myself up for success. Believe me, I've tried to take it easy in the morning and sleep in a little bit. I'll do my workouts in the afternoon and I'll do that in the afternoon. But the day always takes over and before you know it, it's just like, 'You know what? I'm a little beat down. Dinner is coming up soon. Let's just call it a day,' and I'll go veg out on the couch. Now, I do that in the evening but I do that because I've already crushed my morning routine. I've done my 90 minutes of gold."

Action Item 14:10 - 15:17

Go to your favorite social media platform and post, 'This is my big idea. I would welcome your thoughts' and just see the feedback that your current friends, family, fans, whoever you might have might say. Get some feedback. That's how you got to start to put stuff out to the Universe. A lot of us just try to keep things inside. We have these ideas and they end up suffocating and dying within us because we never let them out. That big idea might unfortunately get a negative reaction but it's good to know because now, you're going to be able to clear the headspace to come up with the next big idea. That's the thing a lot of us have to realize, is that we only have so much mental bandwidth. We only have so much our brains can process and focus on. We're not great multitaskers as human beings. We're just not. So figure something out quick, put it out there, get the feedback and figure out, 'Is this something I want to double, triple, quadruple down on and go all-in or do I want to just clear this from my mind and allow that next burst of inspiration to actually happen?'"

JLD Income Statement

<https://www.eofire.com/income/>

Website and Social

Website: <https://www.eofire.com/>

Instagram: <https://www.instagram.com/johnleedumas/>

Twitter: <https://twitter.com/johnleedumas>

YouTube: <https://www.youtube.com/channel/UCXfzpliAfdjParawJljHo2g>

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