



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #349

Steve Sims

Ever heard of someone who's worked with Sir Elton John or Elon Musk, sent people down to see the wreck of the Titanic on the sea bed or closed museums in Florence for a private dinner party and then had Andrea Bocelli serenade them while they eat their pasta? You do now.

Quoted as "The Real Life Wizard of Oz" by Forbes and Entrepreneur Magazine, Steve Sims is a bestselling author with "Bluefishing: The Art of Making Things Happen," sought-after coach, and a speaker at a variety of networks, groups, and associations; as well as the Pentagon and Harvard—twice!

After almost two years, Steve is back on the Success Through Failure podcast!

In this episode, we dig deep on the importance of relationships and how to maintain them using tactics that are conventionally deemed stupid— but not really! It's time to challenge your creativity! Tune in now!

Top Quotes From This Episode

"In a world where loyalty is bought by discount codes, you really need to focus on a relationship to remove all of that."

"You don't stand out in a symphony... When everyone turns right, turn left."

"Focus on what's going to create an impact and trigger between you and a prospect. You've got to validate what you are to somebody else's problem. You're only going to be able to do that by communication, messaging, and standing out."

"In a world and a planet of mass distortion and distraction— and now with COVID disruption— we need to be getting back to what we are truly built to do, which is to connect. Connect and solve, not transact."

"You become educated, not by being successful, but by trying things that don't work."

Show Notes

This episode touches on the following key topics and ideas:

- **What's cookin'? (3:39):** Steve shares what he has been up to [since the last time he was on the show](#).
- **["F@*k bitcoin..." \(4:40\):](#)** *"The best currency is relationships."*
- **How to maintain relationships (5:54):** Steve shares tips on how to manage relationships.
- **Crazy, stupid, brilliant! (10:45):** More "stupid" things Steve do to nurture his business relationships.
- **Think outside of the box (14:13):** Break out of your linear thinking by adopting two things into your life: fear and curiosity.
- ***"This is so stupid!" Or is it? (17:39):*** Steve talks about the time he sent out Christmas cards in September.
- **Something "giggleable" (23:03):** "Unicorn balls" vs fancy brands
- **As a Zappos-holic (27:02):** Steve claims Zappos is more than just a shoe company— it's a "community," a "culture," and an "attraction."
- **Adapting the mindset (28:54):** How to apply these tactics to YOUR life.
- **On setting goals (30:33):** Steve discusses his habits of goal setting and writing down notes.
- **On failures (31:45):** Constantly try different things and constantly become educated.

What's an action item the listener can take in the next 24-48 hours? (33:57)

- Join [An Entrepreneur's Advantage with Steve Sims](#) Facebook group
- Observe how Steve handles his social media platforms, relationships— and replicate it. If it doesn't work, tweak it.

List of Resources Mentioned in the Episode

Steve Sims' ["Bluefishing: The Art of Making Things Happen"](#)

Want to talk to a personal performance coach?

Want to consider executive life coaching? Claim a spot on Jim's calendar for your free one-time clarity call: JimHarshawJr.com/APPLY

Enjoyed the podcast and want to hear more? Head on over [here](#) for more!

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Other Episodes Referenced

[#274 Training Your Mind and Creating the Impossible: A Lesson in Thinking Big with Steve Sims](#)

[#316 Performance Beyond Exponential: Jay Abraham Shares the Philosophies Behind Breakthrough Mindsets](#)

[#69 Strategy Before Tactics: Marketing for Growth in Business and Life with Duct Tape Marketing's John Jantsch](#)

[#278 The Dos and Don'ts of World-Class Leadership from the Expert Himself: Ken Blanchard](#)

Guest Website and Social

Steve Sims

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