



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #356

Cameron Herold

Cameron Herold is the mastermind behind hundreds of companies' exponential growth. His current clients include a 'Big 4' wireless carrier and a monarchy.

He was an entrepreneur from day one. At age 21, he had 14 employees. By 35, he'd help build his first TWO \$100 MILLION companies.

Not only does Cameron know how to grow businesses, but his delivery from the stage is second to none. The current publisher of Forbes magazine, Rich Karlgaard, said, "Cameron Herold is the best speaker I've ever heard... he hits grand slams."

He is also the author of the global bestselling business book "Double Double," as well as "Meetings Suck," "The Miracle Morning for Entrepreneurs," and "Free PR."

In this episode, we'll give the spotlight to another Cameron Herold-bestselling book, "Vivid Vision." What is a vivid vision and how does it compare with the traditional [goal setting](#) and [BHAG \(Big Hairy Audacious Goals\)](#)? And how can you leverage this so you can transform your visions— for your business and/or personal life— into a well-deserved reality? Tune in now!

Top Quotes From This Episode

"To just have goals is great, but the goals might pull you in the wrong direction."

"You're allowed to dream big, but your vivid vision has to fit within your core purpose."

"Vision without execution is hallucination."

"If you're not driving towards the visualization of what you're building, busy work just starts to obsess. It starts to kind of take over."

Show Notes

This episode touches on the following key topics and ideas:

- **What is a “vivid vision”? (2:35):** A description of what your company or personal life looks like, acts like, and feels like in three years.
- **Why is this important? (3:54):** Having goals is not enough.
- **How far can I dream? (5:11):** Cameron explains why vivid vision is only three years and not 10 or 20 years out.
- **Going from here to there (7:12):** Cameron believes, *“we don't have to know how to do things. We have to know who can do it in the cheapest and fastest way possible.”*
- **Creating the vision (8:59):** Cameron shares tips on how to start creating your vivid vision.
- **The “magnetic force” (11:51):** Cameron on the Law of Attraction.
- **[Productive Pause](#) (15:02):** Creating your vivid vision is the necessary pause you need.
- **Discouraging? Not really. (16:43):** On finding the consistency and focus to make your vision a reality.
- **A failed vision? (18:28):** Executing your vision versus getting sucked by unproductive tasks.
- **How to handle failure (19:48):** Build the mindset that it's ok to fail.
- **Cameron's failures (21:26):** Cameron shares stories of failures from his career.
- **Lesson learned (23:44):** *“Rip off and duplicate.”*
- **Common challenges (24:30):** Mistakes people make when writing their vivid vision.
- **For personal use (26:33):** How to use vivid vision for your personal life.

What's an action item the listener can take in the next 24-48 hours? (29:35)

- Buy and read Cameron's books, [“Vivid Vision,”](#) [“Double Double,”](#) and [“The Miracle Morning for Entrepreneurs”](#)
- Take his online course, [Invest in Your Leaders](#)

List of Resources Mentioned in the Episode

Cameron Herold's books:

["Vivid Vision: A Remarkable Tool For Aligning Your Business Around a Shared Vision of the Future"](#)

["Double Double: How to Double Your Revenue and Profit in 3 Years or Less"](#)

["The Miracle Morning for Entrepreneurs: Elevate Your SELF to Elevate Your BUSINESS"](#)

[Invest in Your Leaders](#) (*leadership training course*)

Gino Wickman's ["Traction: Get a Grip on Your Business"](#)

Dan Sullivan and Benjamin Hardy's ["Who Not How: The Formula to Achieve Bigger Goals Through Accelerating Teamwork"](#)

Watch ["The Secret"](#)

Nate Zinsser's ["The Confident Mind: A Battle-Tested Guide to Unshakable Performance"](#)

Brian Scudamore's ["WTF?! \(Willing to Fail\): How Failure Can Be Your Key to Success"](#)

[1-800-Got-Junk?](#)

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Other Episodes Referenced

[#336 West Point Director of Performance Dr. Nate Zinsser on How to Create a Confident Mind](#)

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Cameron Herold

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