



MASTER IDEAS

Decision Time

Why not you?

Get Freaky

Being a Super Freak

Get Knocked Down

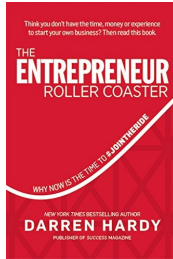
Get Back Up!

The Big 3 Goals

What are Yours?

Fear of Fear

What We Really Fear



The Entrepreneur Roller Coaster

Why Now Is the Time to #JoinTheRide

BY DARREN HARDY - SUCCESS © 2015 - 272 PAGES

“Right now, as you hold this book in your hand and read these words, I believe we are living in the greatest era of opportunity in all of human history. It’s never been this good, and it likely never will again. This is not hyperbole, and no, I’m not making this up. *SUCCESS* magazine is designed to serve the entrepreneur, and that means we spend our days studying the business and financial landscapes. We have access to the best and brightest minds in the world. We see all the latest economic news, press releases, and trend data. And we’re sitting on the greatest success archives ever collected in business history. ...”

“I want to inspire you with what’s possible for you, your family, and your future once you step onto this ride. I also want to warn you about the loops de loops, twisters, and death drops you’ll find on the track ahead. I’ll even show you how to love them, as they’re what make the ride so awesomely thrilling. And I will help you master the few critical skills you’ll need to turn the roller coaster car into a rocket ship that you can ride to the moon—far beyond what you can even dream possible.”

~ Darren Hardy from **The Entrepreneur Roller Coaster**

“All human beings are entrepreneurs. When we were in the caves, we were all self-employed... finding our food, feeding ourselves. That’s where human history began. As civilization came, we suppressed it. We became ‘labor’ because they stamped us, ‘You are labor.’ We forgot that we are entrepreneurs.”

~ Muhammad Yunis,

Noble Prize Winner

Darren Hardy is the publisher of *SUCCESS* magazine.

His message to us therapists is quite clear: We are living in the era of greatest opportunity in history. There has never been a better time to be an entrepreneur. Now is the time!

He also reports that 66% of all businesses fail for reasons you don’t really think. Failure was not due to outside factors—they were internal. They weren’t economic—**they were emotional**. The unexpected and terrifying emotional roller coaster an entrepreneur experiences is the greatest factor in why most quit and ultimately fail.

Due to the EMOTIONAL? As therapists, we work everyday helping others to regulate and manage their emotions. We know how to do it. We just need to use our skills on ourselves when it comes to being in private practice and on this entrepreneur’s roller coaster.

This book is packed with Master Ideas, the MasterNote is only a few of my favorites. [Get a copy of the book \(click here\).](#)

Decision Time is here!

“Never before has the average person, without privilege, special education, training, previous wealth, or connections, been offered the unlimited opportunity and financial abundance that are available today..”

~ Darren Hardy

“The first moment of the entrepreneur roller coaster is right now, and it’s a choice. One that only you can make.”

“You’re standing at the ticket booth. You can choose to seize the moment and pass through the turnstiles, or you can turn and walk away. What will it be?”

“Before you decide, I want you to envision something. It’s 20, 30, or 40 years from now, and you are bouncing your great-grandchild on your knee. She looks around your house in awe and then up at you with big wide eyes and asks, ‘What did you do? How did we end up like this?’”

“You will be able to say, ‘I was there, my child. I was there at the critical juncture in time, when the Industrial Age ended and the Connected Age began, and ...’”

“How will you end that sentence?”

“Do you want to say, ‘I took full advantage of that incredible moment in history, and my choices made possible the full, prosperous lives we love so much.’”

“Or do you want to say, ‘But I missed it. I didn’t do anything about it. It passed me by, and that is why we are stuck.’”

“Don’t miss out. Take the ride with me.”

“There will be people who recognize the opportunity, who stand up, take notice, and take action. Why not you?”

~ Darren Hardy from **The Entrepreneur Roller Coaster**

Take a few moments to truly reflect upon that visualization exercise Darren Hardy wrote about.

What would you say?

Why not you?

This exercise struck me like a lightning bolt and forever changed how I view my practice and all its opportunities.

What would you say?

Why not you?

Now is the time to get Freaky!

“You’re a freak.”

“That’s right. A freak. And so am I. Don’t be offended—it’s a compliment. Every single person you have seen on the cover of *SUCCESS* is also a freak. In fact, they’re *super* freaky, and that’s probably how they got on the cover.”

“I remember a great quote from Gandhi ... ‘First they ignore you, then they laugh at you, then they fight you, then you win.’”

~ Darren Hardy

“Let’s define freak.”

“**freak** |**freak**|noun: a person who is obsessed with or unusually enthusiastic about a specific interest.”

“If that’s not a definition of an entrepreneur, I don’t know what is. No doubt you have to be ‘unusually enthusiastic’ and pretty freaky to get on this roller coaster. Most don’t have the courage to even step into the car of this thrill ride. But you do, and that is exactly why they will call you a freak.”

~ Darren Hardy from **The Entrepreneur Roller Coaster**

So being called a “freak” isn’t all bad! LOL

Think about it, many successful individuals tell others that in order to truly become successful you cannot be like everyone else.

Being like everyone else is average or within the normal range. If you desire to be someone who truly makes a difference in other’s lives, then you must find a way to be different, or super freaky!

Not freaky in a bad way, just standing out from others. Leaving the illusion of the safety of an agency job to start a private practice is what a super freak does.

Following the definition of “Freak,” are you obsessed with or unusually enthusiastic about helping others?

If so, then it is time to get super freaky!

If not, there is always “normal:” *conforming to a standard; usual, typical, or expected.*

Always your choice! I choose Super Freak!

How to Deal with Getting Knocked Down

“We all get knocked down. How quickly we get back up is what separates us.”

~ Darren Hardy

“I used to be far more sensitive to failure, but worked hard to reduce my recovery time - to stand up taller, sooner. Here is the evolution I have gone through and recommend to you: What used to bum me out for two weeks, I eventually whittled down to two days by focusing my attention not on the failure, but on the lessons learned and the opportunities created. Then I got it down to two hours and then to 20 minutes. Now, when I get knocked down, I give myself about two minutes to sulk, and then I brush myself off and get back on the horse.

~ Darren Hardy from **The Entrepreneur Roller Coaster**

It is never about the fact you got knocked down, its about how quickly you can get back up!

I love it!

Why focus on the failure and feel lousy? Instead, focusing your energy on getting back instead is much more productive.

This same attitude reminds me of one of my favorite books, “[The Champions](#)”

[Comeback](#)” by Jim Afremow. Jim reports that there is no way you can fail, you either win or you learn something!

So, you are either going to succeed or you are going to learn something. And what is so wrong about that!

Going through failures and challenges only makes us stronger and more resilient.

Being able to get back up quicker each time is a sign of growing strength and resilience.

So, don't be afraid of being knocked down. I would be more afraid of not getting back up!

What Are Your Big 3 Goals?

“You are only one or two key habits away from a massive transformation in any area of your life.”

~ Darren Hardy

“I don't care if you have a bucket list of 50 things or a thousand places you want to see before you die or a list of 25 goals. As Jim Collins says about priorities, I say about goals—If you have more than three goals, you don't have any. I'm not talking just any three goals. These are the three goals that if you achieved them, would make this year, undeniably, the best year of your life.”

“Yeah, those kind of goals. Your big, hairy, and audacious goals. Decide what those BIG 3 goals are, and then tear a page out of the Buffett method and throw the rest of the list away. You've already decided what would make this the best year of your life. Everything else will only distract your focus and drain your capacity for making the BIG 3 possible.”

~ Darren Hardy from **The Entrepreneur Roller Coaster**

Don't just read Darren Hardy's highlight from his book and then log it into your information library like a librarian would do.

Now is the time to take action and act like the warrior of the mind that you are and write out your 3 BIG goals.

So, What are your 3 BIG goals?

The goals that when you reach them will make this year truly tremendous, an undeniably, the best year of your life:

1. _____
2. _____
3. _____

Did you stand up and act like the warrior and complete the task? Great!

Going further, Darren explains that you don't need to do thousands of things to achieve these goals. The reality is, we only need to identify the one or two habits that you can do consistently that will lead to obtaining those goals.

So, what are the one or two habits you need to create and do consistently to make this year great?

1. _____
2. _____

Great! Now that you have identified those habits, you have everything you need to be successful. Now you just need to do them over and over again without fail.

If you haven't actually done this exercise, be sure to set aside some time to get it done. Action creates progress!

Fear - An Illusion of the Mind

"Fear is only as deep as the mind allows."

~ Japanese Proverb

"Oddly, it's not even calling a stranger or making a speech that generates our fear, it's the *anticipation* of doing it—which is, once again, an illusion of the mind."

"In the 1960s, a researcher named Seymour Epstein got curious about skydivers. He fitted novice parachutists with heart rate monitors that measured their pulses as their plane climbed toward the release point. He found that—as you might expect—while still safe inside the plane, a jumper's heart rate got faster and faster as the plane ascended. The higher the plane went, the higher the anxiety."

"What he didn't expect to find, however, was that once they threw themselves out the door of the plane and started hurtling toward the Earth with only a few thin cords and a glorified bedsheet to keep them from impending doom, their heart rates *declined* dramatically, and they admitted to quite enjoying themselves."

"The most stressful part of the entire experience was the illusion of how frightening the event would be, or, in other words, the anticipation of fear. Once the reality of the event took over, the fear vanished."

~ Darren Hardy from **The Entrepreneur Roller Coaster**

Fear - the anticipation of doing it - which is an illusion of the mind. I love it! I have visited with so many talented therapists who just wished they could go into private practice but said they were just too scared.

That fear they had was just an illusion of the mind. Imagine the increase in the heart rates of those sky divers as the plane continued to climb. But then dropped was they actually took the plunge.

The famous quote from Ralph Waldo Emerson (one of my favorite philosophers by the way) best sums this up: "Do the thing you fear and the death of fear is certain."

I actually remember reading somewhere that indicated that fear lies to us 98% of the time. Why on earth would we trust something that lies to us 98% of time?

So, if you are having some fear about taking the plunge on the emotional roller coaster of being in private practice, then the only way to get rid of that feeling is to jump right on and take the ride!

Plus, as I have said all along, who is better at handling fears and emotions than therapists! You got this!

I hope you enjoyed this Master Note.

Remember, these Master Ideas were only some of my favorites.

The book has a ton more that you can benefit from. In fact, we just touched the surface with this Master Note.

I suggest [buying this book](#) and studying it even more. [Click here to get a copy.](#)

I am a big advocate of preparing for the inner battle (in the mind) you will face on your journey to achieving your goals.

This book does a tremendous job of preparing you for that journey.

In fact, a lot of the ideas can even be used with your clientele!

About the Author of “The Entrepreneur Roller Coaster”

DARREN HARDY



Darren Hardy is today’s preeminent Success Mentor having been a central business leader in the personal growth and success industry now for more than 20 years. He has led three success television networks producing over 1,000 TV shows featuring most every influential thought leader of our times. And for eight years Darren led the rebirth of SUCCESS Magazine as its publisher and founding editor.

These positions have given Darren unprecedented access to interview, investigate and publish the stories of the most successful entrepreneurs and business leaders in the world, including Richard Branson, Steve Jobs, Elon Musk, Jeff Bezos, Mark Zuckerberg, Howard Schultz, Steve Wynn, Jack Welch and many more.

Check out his website for more information: <https://darrenhardy.com/>

About the Author of This Note

CHRIS SWENSON



Chris Swenson loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more and master private practice at masterprivatepractice.com.