

## THE BIG IDEAS

**Superfreaky**  
That's how to roll.

**Get Knocked Down?**  
Fantastic. Get back up!

**Leaders**  
Set the pace.

**The B.I.G. 3 Goals**  
What are yours?

**It's the Fear of Fear**  
You 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*

[Darren Hardy](#) is the publisher of *SUCCESS* magazine.

His message is clear: We are living in the era of greatest opportunity in human history. There's never been a better time to be an entrepreneur. **NOW IS THE TIME.**

The lead quote to the entire book is over there on the left of this page. It's from Muhammad Yunus—the Nobel Prize-winning microfinancing pioneer. It's so good I'm going to repeat it here.

Yunus tells us: “*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.*”

All human beings are entrepreneurs at their core. This is why autonomy—a sense of control in one's life—is such a key component to happiness and flourishing. The absence of this autonomy is at the root of our epidemic of disengagement (and the resulting mild to extreme depression).

It's time to take that power back. It's time to create our own lives and shape our own destiny. It's also time to embrace the fact that it isn't easy. It can be a roller coaster. :)

If you're already an entrepreneur riding the exhilarating roller coaster, you'll dig this book. If you're an aspiring entrepreneur thinking about hopping on for the ride, you'll dig this book. (Get a copy [here](#).)

It's packed with Big Ideas on how to wisely embrace the thrill of the ride. I'm excited to share a few of my favorites so let's jump straight in!

*“ 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 Yunus, Nobel Prize winner and microfinance pioneer

## IT'S TIME TO GET SUPER FREAKY

*"The first and most important factor in building a successful business is that you have to love it."*

~ Darren Hardy

"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.

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."

"Hey, freak!"

Yes, I'm talking to you.

If you want to be an entrepreneur (or a Creator with a capital C), it's time to embrace your inner freak. It's time to get SUPER FREAKY.

(btw: I had to look up "freak" to confirm Darren's definition. Yep, Apple dictionary tells us that a freak is "a person who is obsessed with or unusually enthusiastic about a specified interest.")

Love it.

What are you *obsessed with* or *unusually enthusiastic* about?

Seriously. What FIRES you up?!

This gets me giddy: \_\_\_\_\_.

Fantastic. Are you willing to be *obsessed* about it?

In *The 10X Rule* (see Notes), [Grant Cardone](#) tells us we need to move away from thinking that obsession is a curse to thinking of it as a gift. He tells us: "The dictionary defines the term 'obsessed' as 'the domination of one's thoughts or feelings by a persistent idea, image, or desire.' Although the rest of the world tends to treat this mind-set like a disease, I believe that it's the perfect adjective for how you must approach success. To dominate your sector, your goal, dream, or ambition, you must first dominate your every interest, thought, and consideration. Obsession is not a bad thing here; it is a requirement to get where you want to go. In fact, you want to be so fanatical about success that the world knows you will not compromise or go away. And until you become completely obsessed with your mission, no one will take you seriously. Until the world understands that you're not going away—that you are 100 percent committed and have complete and utter conviction and will persist in pursuing your project—you will not get the attention you need and the support you want. In this context, obsession is like a fire; you want to build it so big that people feel compelled to sit around it in admiration. And as with a fire, you have to keep adding wood to sustain the heat and the glow. You obsess over how to keep your fire burning—or it will turn to ashes."

Now, Grant Cardone is unquestionably super (!) freaky and might be a little too intense for you.

But, the conservative, legendary research scientist [Mihaly Csikszentmihalyi](#) echoes this wisdom in his classic book on the science of [Creativity](#) (see Notes). He tells us that being Creative (w/ that capital C) requires a HUGE amount of focused attention—something that most people find weird.

*"I remember a great quote from Gandhi that I think every entrepreneur needs to keep close at hand: 'First they ignore you, then they laugh at you, then they fight you, then you win.'"*

~ Darren Hardy

In his words: “Another consequence of limited attention is that creative individuals are often considered odd— or even arrogant, selfish, and ruthless. It is important to keep in mind that these are not traits of creative people, but traits that the rest of us attribute to them on the basis of our perceptions. When we meet a person who focuses all of his attention on physics or music and ignores us and forgets our names, we call that person ‘arrogant’ even though he may be extremely humble and friendly if he could only spare attention from his pursuit. If that person is so taken with his domain that he fails to take our wishes into account we call him ‘insensitive’ or ‘selfish’ even though such attitudes are far from his mind. Similarly, if he pursues his work regardless of other people’s plans we call him ‘ruthless.’ Yet, it is practically impossible to learn a domain deeply enough to make a change in it without dedicating all of one’s attention to it and thereby appearing to be arrogant, selfish, and ruthless to those who believe they have a right to the creative person’s attention.”

You willing to get #superfreaky?

If not, there’s always **nor•mal**: conforming to a standard; usual, typical, or expected

Always our call. I vote for SUPER FREAK! :)

## GET KNOCKED DOWN? AWESOME. GET BACK UP. REPEAT.

*“ We all get knocked down.  
How quickly we get 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.

This is fantastic. Successful entrepreneurs KNOW that failure is part of the deal.

In [Originals](#), [Adam Grant](#) quotes Randy Komisar—one of the best entrepreneurs/investors alive: “Whether you’re generating or evaluating new ideas the best you can do is measure success on the kind of yardstick that batters use in baseball. As Randy Komisar puts it, ‘If I’m hitting .300, I’m a genius. That’s because the future cannot be predicted. The sooner you learn it, the sooner you can be good at it.’”

As Darren advises, it’s NOT about *never* failing. It’s about seeing how fast you can get back up.

We need to trim our recovery time. Go from being knocked down and out for 2 months to 2 weeks to 2 days to 2 hours to 2 minutes.

I describe this practice as the equanimity game in honor of Philosopher-Emperor [Marcus Aurelius](#)’s wisdom (see Notes on [Meditations](#)): “When force of circumstance upsets your equanimity, lose no time in recovering your self- control, and do not remain out of tune longer than you can help. Habitual recurrence to the harmony will increase your mastery of it.”

We need to PRACTICE recovering our equanimity.

Every.single.time we get a little knocked down, how fast can we recover? You practice with the little annoying things so you can build up the muscle for the inevitable bigger things.

P.S. I’ve shared this story before but it’s worth repeating. Nearly a decade ago when I was raising money for my second business (Zaadz) I was in Aspen with one of our investors who happened to be a billionaire. He was introducing me to his friends as part of an informal presentation about our biz to see if they’d like to invest. His ENTIRE introduction consisted of this: “Brian’s been knocked down and bloodied and he knows how to get back up. Brian, tell us about your business.” (<— I get a little misty typing that.)

The greatest know it’s ALL about DARING GREATLY.

See Notes on [Brené Brown](#)'s great book and remember:

*"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better.*

*The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes up short again and again,*

*because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause;*

*who at the best knows in the end the triumph of high achievement, and who at worst, if he fails, at least fails while daring greatly..."*

## LEADERS SET THE PACE

"Here's a secret: People don't go as far as they *can*. They don't work as hard as they can either. They aren't as disciplined as possible. They aren't as positive-minded or enthusiastic as they can be.

*"DNA has nothing to do with success. Turn your genes into overalls and get to work."*

~ Darren Hardy

They're only as fast and disciplined as *you* are.

As the leader, you set the pace. You create the standards. It doesn't matter if you're leading salespeople, engineers, or creatives. They will only be as disciplined, driven, focused, and consistent as the person leading them. The speed, quality, and culture of the pack are determined by the leader. That means the most important, but also the most underused and violated, principle of leadership is *lead by example*. ...

In 1944, the Allied generals gathered to discuss their battle plans for the D-Day invasion of Normandy. After listening to how each general was going to send his soldiers into battle, an angered Dwight D. Eisenhower, the Supreme Commander, slammed his fist down, stood up, and placed a piece of string in the middle of the table.

'Gentlemen,' he said, 'Do you see this string? This string is like an army. Push it from behind, and it doubles up on itself—you get nowhere. To drive it forward you have to pull it from the front, and it will follow you in perfect order.'

Want to lead?

Then you need to be the embodiment of all that you'd like your team to be. Period.

As Darren says, "... *the most important, but also the most underused and violated, principle of leadership is **lead by example**.*"

How're you doing with that?

Take a quick inventory: What are you doing well? What needs work?

Pull the string.

Lead from the front.

P.S. If you want an astonishingly engaged team then MAKE SURE you create an inspiring vision for a better future that YOU believe in. Inspire hope.

*"Want to sell more? Stop selling. Help instead."*

~ Darren Hardy

Get this: According to research at Gallup shared by [Shane Lopez](#) in his treatise on the science of hope called [Making Hope Happen](#) (see Notes), 69% (!!!) of people whose leaders inspire hope are engaged. People whose leaders don't inspire hope? They're only engaged 1% (!!!) of the time.

69% vs. 1%. That's cray cray.

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

~ Darren Hardy

## WHAT ARE YOUR BIG 3 YEAR-MAKING GOALS?

"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."

We'll get right to it on this one.

What are your 3 B.I.G. Goals for this year?

The goals that, when you hit them, will make this year UNQUESTIONABLY *ridiculously* great.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Fantastic.

Now, Darren tells us that you may think you have to do 1,000 things to make those goals come to fruition. But, he advises, the reality is that you just need to identify the one or two habits that, if you engaged in them consistently, would inevitably lead to achieving those goals.

So... What are the one or two things you need to do to rock each of those goals?

1. \_\_\_\_\_
2. \_\_\_\_\_

Remember: "Once you have those one, two, or three key habits critical to the achievement of each of your BIG 3, you have everything you need to be successful. Now you just need to do them, over and over again, without fail."

P.S. In **GREATEST YEAR EVER 101**, I go even further and encourage you to identify your ONE Thing—your #1 goal—that would make this year nuts awesome.

What's your ONE Thing target?

And what's your ONE Habit that will most help you achieve your ONE Thing?

## IT'S THE FEAR OF FEAR YOU FEAR

"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 dangers of life are infinite, and among them is safety."*  
~ Johann von Goethe

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."

I love that. Imagine those novice skydivers going further up and up in their plane while their heart rates match their ascent!

Then? They jump! ... And their heart rates actually go DOWN. (Hah.)

As Darren tells us: It's the fear of fear we fear.

More research confirms this. In our Notes on [A Mind for Numbers](#) we called it "procrastipain." People showed visible signs of pain in their brains (!) when thinking about doing something they dreaded. BUT... The pain went away once they actually engaged in the activity.

As [Grant Cardone](#) tells us, we need to "starve the fear of its favorite food by removing time from its menu." Plus: "Rather than seeing fear as a sign to run—as most other people do—it must become an indicator to go."

So... The next time you're feeling the fear, you might just want to starve it of its favorite food, say, "I'm excited!" + "Bring it on!" as you get to work doing what needs to be done.

I hope you enjoyed that super quick look at this great book. We barely scratched the surface and if you're looking to lean into your entrepreneurial adventures I think you'll LOVE it.

Here's to stepping into our greatness and giving our gifts most fully to the world as inspired, optimal entrepreneurs!

B

**Brian Johnson,**  
*Chief Philosopher*

If you liked this Note,  
you'll probably like...

[The Compound Effect](#)

[The 10X Rule](#)

[Little Bets](#)

[Smartcuts](#)

[Making Hope Happen](#)

## About the Author of "The Entrepreneur Roller Coaster"

DARREN HARDY



Darren is just like you. He started out afraid, nervous, and without a clue on what to do or what to expect as an entrepreneur. He had no experience, training, or guidance. He did it mostly wrong, which is how he figured out how to do it right. His life has been a living laboratory of trial, error, failure, and success. Darren wrote this book to help save you lots of unnecessary pain and to significantly accelerate your success—by helping you do it right the first time! Connect: [darrenhardy.com](http://darrenhardy.com).

## About the Author of This Note

BRIAN JOHNSON



Brian Johnson loves helping people optimize their lives as he studies, embodies and teaches the fundamentals of optimal living—integrating ancient wisdom + modern science + common sense + virtue + mastery + fun. Learn more and optimize your life at [brianjohnson.me](http://brianjohnson.me).