

TRUSTING YOUR GUT

How do you know that what you're doing is the right thing to do? Usually as self-starters or self-employed people, we think of the idea, start, fail a bunch and then figure it out over the course of a few years. But somehow deep down we know it's the right thing to do. Over the years of starting things, and trusting my gut, I've come to realize that it's a controllable quality.

Trusting your gut (or the feeling in your guts) is built of three things.

1. Are you asking enough people to get a general consensus of whether you're right or not?

Asking people is the worst/best thing you can do. They usually give you the wrong opinion you're looking for. They ask questions you're not prepared for, they measure success differently and you're usually met with opposition. This is good.

2. Are you willing to keep going even when it feels wrong?

If you are met with opposition, do you ignore it or use it? The feeling in your gut is your own confidence in yourself. The strength to keep going even when it feels like an uphill battle. The feeling of defeat and possibly loss can't hold you back. This is also good.

3. Give it a bit.

When you feel something is so right, your gut feeling is that it's going to work...give it a week. write it down, revisit and see how you feel. Do this before telling anyone.

Trusting your gut feeling is very important to act on. I'm not saying it will always work out, but you'll never know if it's a legitimate good feeling that brings success if you never go for it every time. Failing in this is absolutely critical.

GUTS ARE BETTER THAN A SIX PACK

Repetition, and a constant focus on one thing, brings strength and refinement. If you work out, you know what I mean. Everything in your daily routine and your diet reflects that. Even though creatives like keeping things loosey-goosey, it's a muscle we need to work out in order to become stronger in creative thinking and decision making.

If you are able to see what comes of your gut decisions, and refine that...sooner or later you'll be able to not just feel it in your gut, but use it as a tool in every project you have. Here's a chart to help you get fit in the gut area, you don't even have to change your diet to see the results!

CIRCLE YOUR EXPERIENCES

Are you nervous to tell people your idea because...
they will steal it / they will laugh at you

Is this idea coming into your...
head daily / garbage can daily

Is this project ...
distracting you from other work / turning into your work

The people you've told the idea to are...
telling you a better way to do it / telling you to do it

You've done the research and there's nothing out there
as good as what you're thinking / similar to what you're thinking

If you had the money you would totally
get going on this project / pay yourself back from the debt you already incurred

This idea makes you
sweat / smile

You've already started the idea and
succeeded / failed

If you've circled anything, you've already figured it out... you're crazy. A normal person doesn't have any of these thoughts. They just live their life and love it. But if you think this stuff, no matter what you circled...here's the outcome.

Are you nervous to tell people your idea because they will steal it / they will laugh at you.

Either answer is motivating. If they will steal it, it means they love it. So give ideas freely, because it helps you hurry up and make it happen before they do. If they laugh, it usually makes you re-think and refine, which makes the idea much better.

Is this idea coming into your head daily / garbage can daily.

If you can't get this out of your head, then you haven't written it down. Throwing out the idea means you're refining it, but there's nothing to refine if you don't write it down.

Is this project distracting you from other work / turning into your work

If it's distracting you from other work, you need to give it your all. It will reflect in your client's work and ruin everything. Best to take a break from client work and focus on your project daily. You'll know soon enough if it's worth the sacrifice.

The people you've told the idea to are telling you a better way to do it / telling you to do it.

The people who tell you a better way to do it are the ones who never did it themselves. They sit back and refine your ideas to fit their comfort level instead of having your best interest at heart. If they are telling you to do it, it's either to help you learn a lesson, or they know you can do it. So giv'er

You've done the research and there's nothing out there as good as what you're thinking / similar to what you're thinking.

If it's not out there, you're good to go. You've done research and that's the best start. Just know it's harder when people don't know something to compare it to. If it is similar and you've thought of a better way to do it, now you're talking.

If you had the money you would totally get going on this project / pay yourself back from the debt on this project.

If you're waiting for money, you'll always be waiting for money. This answer is easy, invest in yourself and your crazy idea. If you lose it all, it's better to bet and lose on yourself than with anyone else's cash or commitments.

This idea makes you sweat / smile

If it's making you nervous, then just take it easy. If you don't do it, someone else will and you'll regret it the rest of your life (No biggie). As for smiling, if you smile every time this idea comes to mind....get to work.

You've already started the idea and succeeded / failed

If it's going good, it won't always go good forever. Make it better on a daily basis and focus on the customer. If you've failed, welcome to the club! Now you have to learn from what you just messed up, pin point the problems and start again, maybe something new, maybe the same thing. Either way, failure helps us build the next thing better.

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