

# FINDING YOUR EDGE SUMMARY

## EDGE PRINCIPLE 3

### Stay the Course to Win

Real estate investing, at its core, is truly an inner game.

The real battle in real estate investing and running a business isn't other investors competing against you to buy property—it's you against you. Business is a mental sport but in order to endure the decades of play, I believe you need a fire and passion for some aspect of it.

A journal is a great way to take stock and clarify your thoughts. A mentor of mine called it "thinking time." Start by simply writing about what's on your mind:

- Questions
- Problems you are facing
- Good things that happen
- Deadlines and results you are working toward

Journaling and then revisiting what you wrote later helps you build perspective and lets you start seeing patterns.

Staying the course is about both the inner and the outer games. The outer game constitutes the actions you take to achieve your goal. Part of the outer game is based on your mindset too, but results in the actions you choose. The outer game is where everything happens. All the inner work in the world won't help you realize your goals.

The following straight formulas are the foundation for the work in the outer game that you do every day to achieve your goals. The repetition is a part of the process.

- Understand cause and effect: you do this = you get that

- Learn your niche in your field
- Do it over and over and over; adapt and adjust to what is or isn't working

These are the fundamentals, and they will pay off over time. Don't get me wrong—you can have the best attitude in the world and the clearest vision, but you still have to do the work. This is the science of achievement.

Daily discipline, focus, and pride in your work create positive thoughts and healthy habits, and attract you to good people who help you build momentum. That momentum will push you through even on days when you feel like garbage—you will continue to make progress, no matter how minuscule it seems.

To help stay the course, you must be grateful. I always need reminders to do this for myself. Remember how lucky you are to have your health, opportunities in America, access to education, friends and family, and your mind sharp so you can solve your own problems. The reality is many people on this Earth would die to be where we are and to have what we have available to us.

Small wins are important. In the beginning, I thought it was all about how many deals I closed and how much money I made that year. This didn't work—there were long periods of time when I didn't make any money or have any transactions in the works. Now, I can see how focusing on little details and hitting small daily goals are the keys to a long-lasting, successful career.

Wins started to look different for me. I started to realize I wasn't disappointed if I didn't close on deals every week or every month. It wasn't failure at all; learning and growing were the wins that helped me to stay the course, even if I lost a series of battles.

Take a step back and look at your plan and current path, and ask yourself if it's working. While you need to stay the course, you also need to make that judgment call on when to pivot. This doesn't mean giving up, it means adjusting so things work better.

## Chapter Takeaways

- Staying the course is really about navigating. Make a habit of stepping back from the day-to-day grind regularly to keep your perspective.
- Focusing on little details and hitting small daily goals is the key to a long-lasting, successful career.



