



## Being Zack Gosselin

- ▶ **1.** Wannabes obsess about ideas... Entrepreneurs obsess about implementation
- ▶ **2.** Wannabes want more web traffic... Entrepreneurs focus on sales conversion
- ▶ **3.** Wannabes focus on positive thinking... Entrepreneurs take massive action
- ▶ **4.** Wannabes want to get on TV and get 'famous'... Entrepreneurs build their list of "fans"
- ▶ **5.** Wannabes seek a perfect plan... Entrepreneurs execute and adjust the plan later
- ▶ **6.** Wannabes wait for their lucky break... Entrepreneurs engineer four, five, six plans and execute them in tandem, wagering that at least one plan will get traction
- ▶ **7.** Wannabes fear looking stupid in front of their friends... Entrepreneurs willingly risk making fools of themselves, knowing that long-term success is a good trade for short-term loss of dignity
- ▶ **8.** Wannabes shield their precious ideas from harsh reality, postponing the verdict of success or failure until 'someday'... Entrepreneurs expose their ideas to harsh scrutiny as soon as reasonably possible
- ▶ **9.** Wannabes put off practicing basketball until they've got Air Jordans... Entrepreneurs practice barefoot behind the garage in the dark
- ▶ **10.** Wannabes believe what they're told, believe their own assumptions... Entrepreneurs do original research and determine what proven paths have been already paved a path to prosper
- ▶ **11.** Wannabes believe they can do anything... Entrepreneurs do what they're gifted for and delegate the rest
- ▶ **12.** Wannabes think about the world in terms of COULD and SHOULD... Entrepreneurs think in terms of IS and CAN BE

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