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Before I met my wife, I never cracked \$3,000,000 per year. 24 months after, I took home \$17,000,000 in personal income.

Some business lessons I've learned from her in no order:

1) Never stifle a generous impulse. Whether it's a gift or praise. The moment you think it, send it.

You never regret taking a night to sleep on an emotional response. But you do regret ones done in the moment.

“Stress doesn't mean there's anything wrong. It just means you're alive.”

“You can feel bad and choose to do nothing about it.”

“Long term >. I know what we’re going to do by the time we’re dead. And it isn’t worth trading that for anything today that could take away from that.”

“The quality of your business is directly proportional to the quality of the people you hire which is directly proportional to your character and your ability to cast a clear vision and how they fit in it (not how they help you accomplish yours).”

“Be fast to extend trust and even faster to take it back.”

“Don’t require three strikes to get someone out of your life. If someone shows you their colors, believe them the first time.”

“Punishment only gets short term obedience. Praise gets long term loyalty.”

“You cannot ask anyone for things you don’t already give them.”

Patience trust forgiveness etc.

“Be fiercely competitive with yourself. Ignore everyone else.”

“Listen to feedback the first time. Whether it be from friends, employees, or customers. If it makes you better, change it now, no matter how much it hurts.”

“The best operators take action immediately on tasks. They don’t let anything sit on their desk. They are delegation and accountability machines. NOT “systems” people. They get mountains of work done through leading others to think for themselves.

Only dumb people need rules.”

“People will care about you if you act like you care about them. And the easiest way to act like you care about them, is to actually care about them.”

“Do what you are most afraid of because it’s usually the thing you need to do most.”

“Networking matters when you have nothing to offer. Dont sacrifice your goals to network. Because if you accomplish your goals, you’ll have even more to offer and the network will be there for you. But the reverse isn’t true. Keep the main thing the main thing.”

“You cannot be CEO of more than one thing. No matter how much you want to or how good the opportunity is.”

She taught me that saying no to everything means saying yes to the one thing that matters.

If you don't know who she is - my wife is
@LeilaHormozi and she been there since I made it.
Lost it. Made it. Lost it again. And made it a third time
(and counting).

The yin to my yang.

Moderately successful on our own.

And much stronger together.

@LeilaHormozi And maybe this will be just one droplet
against the ocean of gender wars.

I like my wife. She likes me. We work well together.
We're both better off teaming up.

In a world of division, there's still room for union. At
the very least, in your own home.

-One man's .02.

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