

# Why Business Owners Need to Unlock Self-Love and Break Limiting Beliefs

Brad Chandler: Ep #530



## Brad Chandler:

What I realized is that for 47 years I chased happiness outside of myself through making millions of dollars through women, through cars, through yachts, and none of that stuff makes me happy. The only thing that made me happy is realizing the self-love and self-compassion that I have inside myself. And there's going to be people that hear this, and I would've been one of those people five years ago and been like, oh, that's such woo woo crap. You can keep doing your non woowoo crap and you can keep fighting with your wife and get divorces and keep smoking the weed and drinking the sick glass of the wine night. You can do that. It's your choice. You're a human being. Or you can say, you know what? That guy might be onto something.

## Dr. David Phelps:

Decades ago I hustled to grow my dental practice and real estate Empire Society patted me on the back and every new deal and patient reinforced the success they said I had. Then my daughter Jenna was diagnosed with leukemia. Nine years, several intense chemo treatments and years of epileptic seizures. My daughter was given one more miracle, a life-saving liver transplant in that hospital. I realized I wasn't successful. I had money, I had real estate assets and a business. But the only thing that mattered was time with my daughter. In that hospital room, I decided to sell my business, leave active income, and sustain my lifestyle with my real estate assets. Now Jenna is healthy and all grown up and me. I am teaching others to do what I did and I continue to uncover the principles, strategies, and lessons we can apply in business and investing to create ultimate

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freedom for what matters most to each of us. Welcome to the Freedom Founders podcast.

Today we're discussing overcoming the limiting self beliefs and self-doubt, holding you back from realizing success in all aspects of your life. I spoke with my longtime friend and entrepreneur, Brad Chandler. Brad has closed over 4,500 real estate transactions through his company Express Home Buyers, but what makes his story truly compelling is his personal transformation. A few years ago while seeking help for his son's anxiety, Brad stumbled upon his own deeply rooted limiting beliefs that were shaping his life and business. That moment led him on a journey of self-discovery, healing, and eventually a mission to help others break free from subconscious programming that holds them back. In this episode, expect to hear how childhood programming affects our success and self-worth. Why traditional therapy often fails to address the root cause of anxiety, addiction and self-doubt. The science behind hypnosis and memory reconsolidation for personal transformation, how entrepreneurs can break free from workaholism and truly find fulfillment.

Why so many high achieving entrepreneurs struggle with self-worth the steps to rewire your subconscious mind and build self-love and much more. Please welcome Mr. Brad Chandler. Brad, I've been really looking forward to having this conversation. We have known each other for, I dunno how many years, but it's been a good many and I knew you first as a business owner that has been involved in I think well over 4,500 base more than that now, real estate home transactions over several decades. But you mentioned in your bio that you read a book about real estate when you were in the ninth grade and that's what catalyzed your affinity for real estate. I'm curious, so you're in ninth grade from that point on, did you have your sets on doing something in real estate from then on and then you just went on through, finished high school and college and then boom into real estate? Or was there any alternative path until you got to express home buyers which became your platform?

**Brad Chandler:**

No, a hundred percent. A hundred percent. I knew I wanted to do real estate and I went and got an

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undergraduate degree from Virginia Tech in residential property management with a concentration in real estate. And then I went and got an advanced MBA in real estate at the University of Wisconsin,

#### Dr. David Phelps:

All in it ninth grade. That's pretty amazing. Most people in those early years, we think we want to do a fireman police chief, how people go through the different iterations and actually landed it right there in ninth grade. That's very interesting. I mean we could probably spend a whole session on that, but we won't today. Alright, well that's how I met you through one of our real estate groups back in the day, and I always saw you as someone who definitely had the proficiency of operating high level business in this case in real estate, but you went through a pivotal moment and I think that's what I want to go through because this is an interesting part of what I've learned from you in the last few years and just in our conversations we've had one-off here and there, how much work you're doing in that area of self-care and removing limiting beliefs and self-doubt. Yet you still have your real estate business.

#### Brad Chandler:

I do. I do.

#### Dr. David Phelps:

You're rocking along and the business is doing well and something hit, something caused you some kind of moment of truth, I'm guessing.

#### Brad Chandler:

Yeah, business was always up and down. It was like I was thinking I was going to retire early and then I was thinking how am I going to make payroll? And it's been four years now incredibly. Four years ago about this exact time of year I was trying to get my son held for anxiety, and through that process I realized that I had some limiting beliefs that I didn't even know were buried in my subconscious mind, that were not only contributing to his anxiety but calls me to man two marriages

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that didn't work. Two kids with behavioral problems and anxiety. I used to smoke a lot of weed and drink, which I don't smoke at all anymore. I'll have an occasional drink if I'm on vacation. Made \$9 million worth of business mistakes. So I had to help my son and they said, you might be a problem or you might be a part of it.

So I went out and I had this three hour session with this ex Navy seal that forever changed my life and I came back so profoundly changed, David that I started telling people my story and people were like, well, well wait, I've got this issue and I talk 'em through it and they'd be like, I'm getting more out of you than I do it my therapist. So I was like, this is why God put me here is to do this work. And so I started studying. I spent thousands of hours studying under some of the best people in the world and that's what I've spent a majority of the last three years doing is helping people who have these, some people know they have 'em, and a lot of people like myself have no idea that we have these programming because our brain was programmed between the ages of zero and 10. That programming severely affects your life. So if you have depression, if you have anxiety, if you have addiction, if you have eating problems, you're overweight relationship problems, none of that's your fault. I'm not saying you shouldn't take responsibility, but it's not your fault at the core. It was programmed in you at an early age and your subconscious mind is just running this programming that's creating all the issues in your life. So once you find those out like I did and can reverse them, everything in your life changes. And certainly it happened for me.

#### **Dr. David Phelps:**

I know who the ex Davis Seal is, great person. I have not worked with him, but I know of him and I'm just curious when somebody suggested that the problems that your son was dealing with you might be a causation as a hard driving, I can carry the world on my shoulders kind of guy that I know you are. How did that hit you?

#### **Brad Chandler:**

Oh, I mean it was like, are you kidding me? My son is now 22 and my daughter's 17, but I've been a

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single dad since she was four years old. So for 13 years I've been a single dad and I considered myself a really good dad and I was a really good dad. But when you lack self-love and you have these programming issues that in my case were telling me I wasn't enough, it is impossible to have children that think they're enough. Because when you don't feel like you're enough or you're unworthy, you're going to always go marry someone or partner with someone who's unworthy and then guess what you're going to do. You're going to have offspring that think that they're unworthy and what's going to happen, they're going to marry. So the greatest gift that you can give your child is to break this multi-generational curse of passing this down generation after generation.

And the question hopefully is, well, how do you do that? Well, you teach your child how they'll love themselves unconditionally. How in the world can you teach a child how to love themselves unconditionally? If you don't, and we have a self-love quiz, [unlocklimitless u.com/quiz](https://unlocklimitless.com/quiz) and 93% of people score lack of self-love or mild self-love. So if your child has doing really bad in school, if they're acting out, if they have anxiety, if they have depression and you want to know the source of it, grab your spouse, walk in the bathroom and look in the mirror, it's likely you're the cause of it. Again, notice I didn't say it's your fault. It's not your fault. It wasn't my fault. I was doing the best I could given what my childhood was like. But if you want to help your child, start by helping yourself. It's like on an airplane, put the oxygen mask on yourself and then put it on your child.

#### Dr. David Phelps:

Yeah, that makes total sense. So the quiz, we'll put that link in the show notes, [unlocklimitless you.com/quiz](https://unlocklimitless.com/quiz). You talked about not feeling worthy imposter syndrome. Some of things we're not good enough. Certainly your work that affects almost everybody to some degree,

#### Brad Chandler:

I think. So there's probably 1% of the population it doesn't affect that are truly closer to enlightenment. But here's how childhood works. What child got all their needs met as a child? It's nearly impossible. You'd have to have perfect parents. How many perfect human beings are there?

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They're not. So what happens when our needs aren't met or we go through a stressful time or we go through a traumatic event, our brains who have survived for 6 million years have to give us a reason why is this bad thing happening to me? Well, if it's my parent, if it's my drunk dad who's beating me, that's not my case. My dad did beat me. He wasn't drunk. But if my dad is drunk and he's repeatedly beating me and it's his fault and I'm a little child and I'm like, well, it's dad's problem, then guess what?

I'm completely helpless. If it's my problem and I'm causing it, all I have to do is be a better boy and dad will stop drinking and hitting me. So we always, as children take upon that meaning of what's happening to be our fault because we can control it. It actually is an aid for you When you're six years old, when you're 46 years old and you're buying a 42 foot boat and you've never owned a boat and you're trying to sail it to the Caribbean to prove yourself like I did, it becomes a real problem. So what I now teach people to do is from that bad, if you want to call it bad, I don't know if there is such a thing as bad or good, but if you want to call it bad in the traditional sense comes good. What came from that?

Why did I get into real estate in ninth grade, David? Because I had to make a bunch of money because that's how I prove my worth because that's how my dad showed me love. So from the, again, bad comes the good, it led me to make a bunch of money. But on the flip side, two marriages, kids with behavioral problems, millions of dollars of losses, weed and alcohol, that was the bad. So I got rid of that, but guess what I'm left with? I'm still left with the moneymaking. So that's what you can do if your life is in shambles, but there's something good there. You were put here for a massive mission. You're really good at something. Believe it or not, if you're telling yourself you're not, you're just lying to yourself. But what we do is we get rid of the stuff that's holding you back so that you can become your limitless you, and you can become an amazing father, husband, wife, business leader, friend, whatever it is.

**Dr. David Phelps:**

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Here's my special request of you, my avid and loyal and faithful listeners. Out of the thousands of listeners I've had in 2024, less than 10% of you are subscribed to the podcast. That means 90% of you are listening to my podcast and yet you're not subscribed. Why not? Well, it's just because you haven't taken the time to do it. I know I get busy to the same thing and I failed to subscribe to the content that I like. So if you enjoyed or found my content helpful, clicking the subscribe or follow button right now will help the algorithms push my content to more people who can find it just as valuable. Plus, if you are a subscriber, you ensure you won't miss any of my content or updates as soon as they come out. I'm personally excited about the upcoming guests books and projects that I'm working on and sincerely don't want you to miss out on any of them.

So hit that subscribe button. Stay tuned for more. Now, back to our conversation. Brady said earlier that when we don't feel that we have self-worth ourselves from whatever happened in those first 10 years of our life and our coping skills that we acquired just to deal with life, and you said we're often attracted to or marry someone who is also doesn't have self-worth or doesn't love themselves, why would we not be attracted to somebody who had a strength that we didn't have? I'm just asking the question as a novice here. I thought we typically look for people who have complimentary characteristics. I'm more of an introvert and I might marry someone who's more outgoing so I can blame, but that's not happening in this case. We're looking for someone who has traits that mimic ours.

#### **Brad Chandler:**

Yeah, phenomenal question by the way. I love it. And it's not conventional wisdom, which so much of life isn't what you think is going on really. So our subconscious mind has one purpose and one purpose only, and that's to keep us alive. It has for 6 million years, right? Our brains have been around for 6 million years. It doesn't care if you're happy or sad, doesn't care if you're fat or skinny. It just cares that you're alive. So no matter what you went through as a child, it says, doesn't matter what you went through. I did my job, you're alive. So I want to continue to keep you alive. So I'm

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going to keep recreating the scenes from your childhood. So at 20 years, eight years old, if someone would've said to me, here's a million dollars, Brad, I want you to go marry your father who created most of my trauma.

I'd say, are you kidding me? Number one, I don't know what you're talking about. How the world can I do that? And number two, he's the last person in the world that I want to go marry. Meaning like find someone like him. But guess what I did? I did. My subconscious found that person because my subconscious, what's its job keep me alive? It went and found that person. Let me explain it a different way. Now that I've gone from lack of self-love to extreme self-love, which we do with most of our clients in our five week session. I could spend three or four minutes with another if I was dating. I'm not, I'm in a wonderful relationship with Yvonne as you know, and September will be three years. But if I were to, something were to happen and I was starting to date again, if I was in the room with someone who was talking down to themselves and saying, God, I look really fat and I'm not very smart, I couldn't take that. I'd be out of there. Whereas before it was the same shit I was saying to myself, I'd come home from CG after seeing you and I'd probably be like, David Phelps, he's so smart. He's making so much money. Mike Osborne, what's wrong with me? I'm just an idiot. That's what I would say. So I was comfortable around other people like that. Now I want nothing to do it. It's like two peas in a pod.

#### **Dr. David Phelps:**

So then what's the process to change or stop the negative behavior that we have assimilated from our youth? There's a process you've taken people through that you're very good, effective at. What's that look like?

#### **Brad Chandler:**

If you haven't listened, this is the time where you put down your pencil or pull over because I'm going to tell you literally the secret to life, every single negative behavior that you have in your life, and we could sit here for the next two hours. I'm just going to highlight a couple though. You drink



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much, you smoke too much weed, you're a workaholic. You have shitty relationships. You shut down when your spouse says something, you eat too much, you drink too much depression, anxiety, OC, D, whatever it is, all of those negative behaviors are actually your brain's perceived solution to something that it thinks is even more painful and dangerous over here. So when you go to the therapist with your depression or anxiety, that's the solution to the greater problem. The problem is most therapists don't know that. They focus on, oh, let's focus on your symptoms.

If you have anxiety, let's teach you how to breathe. None of that shit works until you get to the core over here. What is the thing that's driving the negative behavior? And here's what you find out. 99.99% of the time, the thing that's driving the negative behavior is the untrue story that you told yourself from zero to 10 years old. So what we do, we use hypnosis. I've done it without hypnosis, and hypnosis is not what you think. It's not the chasing around mice on stage. It's just a deeply relaxed meditative state. We go into your subconscious mind, which knows the source of all of your problems, and we identify what is that untruth? Then we show the brain the conflicting thought, which is it's untrue because we're going to show you times where it was untrue in your life. Now you've got two conflicting thoughts.

It's like me saying to you, looking out my window and saying, David, it's pouring rain, which it is today here in dc. Oh, and by the way, it's perfectly sunny. Well, your brain has this mismatched detector. It'd you'd be like, ding, ding, ding, ding, ding. Something's off here. That's what happens. And your brain through neuroplasticity, rewrites that untruth into the truth. In my case, I'm not enough fueled everything, all of my negative behaviors, well, I showed myself times where I was enough. It rewrites that neural pathway. Guess what happens to the negative behavior once you rewrite the neural pathway? It's got nothing to fuel it. It's gone forever because not one person take all of those things I just named eat, overeating, smoking weed, shutting down in relationships, depression, anxiety. Not one of you was born with that. Not one of you was born with that.

It was learned behavior. So if it was learned, we can unlearn it. And they didn't figure this out until

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the last 25 years. It's called memory reconsolidation. You actually reconsolidate the memory. Freud actually, and to a hundred years after Freud's death, they sought the memory as a child, I'm not enough. Was emblazoned in your mind forever. They know now that's not the case. It's changing everything. So you're thinking, oh, well they're probably teaching this in psychology school. No, they're not. They're still teaching the old shit from a hundred years ago, which is, oh, you've got anxiety. Let's work on some breathing issues. So that's the secret to life. Any negative behavior you have, it's not your fault. It is your subconscious mind protecting you from something over here it thinks is more dangerous and more painful. All you have to do is show the brain that it's untrue, rewrite the neural pathway and boom, the negative behavior goes away. It did for me in a hundred of my clients.

#### Dr. David Phelps:

Just to reiterate, you said that the negative behavior is what your brain is allowing you to do because what you would be doing otherwise would be worse for you

#### Brad Chandler:

100%. So I'm going to come home and drink every single night, six glasses of wine because I don't want to face the fact that I'm unlovable and my wife might leave me and my kids hate me, so I'm just going to keep drinking and drinking and drinking. I can't feel this pain over here when dad told me I was no good and beat me, I can't go there because that's life or death. Because as a child, if you are upsetting your parents, who are the tribe leaders, what would happen if the tribe leader 10,000 years ago was upset with you? They would kick you out. If they kick you out, well would happen to you. You would die. So when you shut down, when your spouse comes to you with something benign and says, David, you really upset me when you did this and you shut down. It's not your fault. It's your primitive brain saying you can't go there because if you are your authentic self, you're getting kicked out of the tribe.

#### Dr. David Phelps:

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What about overeating? I'm thinking like alcohol, weed, things like that. Drugs like sedate, numb, or would I just not go to that behavior if it was something I'm dealing with my wife? I mean, I'm just kind of thinking about real time. Some of the stuff you brought up, which is in relationships, I mean that stuff comes up.

#### **Brad Chandler:**

A lot of people listening to the show probably have an addiction to work and the addiction to work is I'm going to prove something.

I had a client who could retire, and yet he worked like crazy at the expense of his family because the underlying untruth was, I'm not enough. I've got to go prove myself. Overeating, undereating, it's all the same. I used a broad category. It usually comes back to some unworthiness, but I had a client who's at five years old, he wanted something, his mother wouldn't give it to him, and he said, I hate you. Mom cried for two hours. Dad came home, spanked him, said, don't you ever make mommy feel that way. The untruth, he told himself it's five years old, was If I am my authentic self, love will get taken from me. I'll get kicked out of the tribe and die. So at work, he couldn't be in a leader because he didn't ever want to tell people what they were doing wrong because his primitive brain was saying, I might get kicked out of the tribe.

So overeating, overeating is I don't want to feel this bad feeling over here of I'm not enough, so I'm just going to keep eating and eating and eating because again, not one person when you were in the womb, you took in the perfect amount of food, you didn't overeat or eat. Then I've talked to people who are underweight because their father made a comment about they wanted them to be a certain body type and they took that to mean the wrong way, and so their whole life they've been able to put on weight. So it's all that story of trying to protect yourself as a child.

#### **Dr. David Phelps:**

So since you've been at both ends of the spectrum, you've been very successful as a business entrepreneur still are today, but you've also dealt with these personal challenges that you have now

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lifted up, exposed, studied greatly, kind of back to the workaholicism and entrepreneurs who are builders and drivers and to your point, I think you're right, that does become obsession to push the pain away from things that we don't face. I deal with many dentists even talked about in the past that on an extreme level of anxiety, lack of self-worth, that some actually take their lives. I mean, that's the spectrum that you never want to see people go to. It happens. So what advice do you give to an entrepreneur who's somewhere on the spectrum of feeling self-doubt and not worthy?

#### **Brad Chandler:**

Another amazing question. So all change begins with awareness. So you have to have awareness. Go take the quiz, go see where you land. If you've got extreme self-love, all of the areas of your life are great. If you have mild or lack of self-love, every area of your life is probably being hurt to some degree. Here's why so many entrepreneurs and why myself got into business, we have this dream, this illusion that when we make a certain amount of money, we're going to find this certain state. But the truth is think about the Michael Jackson's, the Kurt Cobain, the Matthew Perrys of the world, the Janet Jackson who had all the money in the world. The truth is nothing outside yourself will ever bring you that, and here's the real irony, and this is what I've learned in the last four years. I can show you how to get that state in five weeks starting today, and when you get to that state that you think five or \$10 million is going to bring you, the chances of you now getting to five or \$10 million goes through the roof because you're not trying to make money for the sake of proofing your worth. You're trying to make an impact, which always will make you money. Money doesn't bring you happiness. Happiness actually brings you money. They've done studies where they took college graduates and they looked at their happiness and then 20 years later they tested their income. So don't be fooled by the I'm going to start a business because I'm going to make a lot of money and be happy. It's not. What I realized is that for 47 years, I chased happiness outside of myself through making millions of dollars through women, through cars, through yachts, and none of that shit made me happy and none of that stuff makes me happy. The only thing that made me happy is realizing

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the self-love and self-compassion that I have inside myself, and there's going to be people that hear this, and I would've been one of those people five years ago and been like, oh, that's such woowoo crap. You can keep doing your non woowoo crap and you can keep fighting with your wife and get divorces and keep smoking the weed and drinking the sick glass of the wine night. You can do that. It's your choice. You're a human being. Or you can say, you know what? That guy might be onto something. Someone's going to listen to this and take a step that's going to forever change your life and your family's life for generation to come. Who's going to do it? It's up to you.

#### **Dr. David Phelps:**

Exactly. Exactly. Well, this is very insightful. I know that you're onto something because as I said, I've served a guy that I've always respected, but just watching you go through this transformation, as you said, started four years ago and just watching the passion that you have for what you do today. I love that my life has also changed in my world of being a technical specialist in one realm, and that was fine, but I got a second chance to do something. I enjoy also in helping people in a different way, but I really see that through your eyes real quickly. Just reiterate the steps people can take to at least just engage this process. Go take the quiz, which we'll put that link in there. Take the quiz. That just takes what a few minutes? Is that 10 minutes, 20

#### **Brad Chandler:**

Minutes? Oh, it's less than three minutes. It's only 12 questions. Another thing is check out. We have a podcast that's ranked in the top 2% worldwide. It's called How to Be Happier for Entrepreneurs. If you're an Entrepreneur and Want In More information on this, I have phenomenal guests that go into this. We talk about this, it's just great.

#### **Dr. David Phelps:**

Okay, how to be happy for entrepreneurs. Great. We'll put that there. And then people can engage with you, I assume through the quiz, but also

#### **Brad Chandler:**

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Unlock limitless you.com and then if you do slash Brad, it has all my information. Look, if you're struggling, if you're suffering, you don't need to be. It's not your fault. If you're really in a bad place and just need someone to talk to, please pick up the phone and call me. My cell phone is actually on there no charge. I just want to help you and know that no matter what situation you're in, it can get better. As our website says, you're probably a lot closer where you want to be than you ever think possible. And when you take this step and you decide to go on this journey, your life can change in ways that you probably can't even imagine today. But just take my word for it or go look at all the reviews on our website, like people's lives have changed profoundly peoples that you and I both know.

I mean, Susan Harper is one of the people that's on there. I asked her the question at the end of the review. I said, what would you pay for this knowing what you know now? And she goes, I don't know what I pay Brad, but she's like, I would literally pull up my checkbook and write you a check for a hundred thousand dollars not to go back to the way that I used to be. So it's real. If you're ready, we're here for you, and if you're not, when you are ready, we'll still be here for you.

#### **Dr. David Phelps:**

That's great. That's great for one, I'm going to go take the quiz and see where I fall. It's a little scary, might be self-revealing, but I think that's where all progress begins by telling the truth, right? We have to be open and vulnerable where we're going to change anything in our life that we want to change and not just hide behind the behaviors, the negative behaviors that we all have to some degree. And I certainly know that I've got mine that even if I am not identifying them, I'm sure they're there or I could use some work myself. So Brad Chandler, I really appreciate it. It's fun to have you on and let's pick it back up again. Let's follow through and take another stab at some discussions along these lines.

#### **Brad Chandler:**

Thank you, sir. Much love of

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### Dr. David Phelps:

In my own life and working with so many of our fellow colleagues in the professional practice arena. I find that one of the key self-limiting beliefs is not being worthy, not being good enough, not being precise, not being a perfectionist, which I think we all know is impossible, and yet we strive to do that, and I think that just comes from the nature of the work that we do. It's very specialized, it's very technical. We're working in micro millimeters in a very small space in the case of dentistry or any other kind of surgery. It's very, very micro and intensive in that nature, and there's not really much room for error, if any at all. So our standards become set very, very high. It's impossible to meet out perfection, yet we hold ourself to the point that if something doesn't work, biology humans being part of a science and not a precise outcome possible every time.

I think we take too many hits in that regard, and I see too many dentists become despondent and just really depressed and frustrated because they don't feel like they meet the mark and add to that, most people just don't like to come to the dentist anyway, so this adds to a lot of lessening of self-worth and self-confidence and overall lack of self-esteem. I think it's a shame, and I think that dentists need to really come together and support each other and not be, unfortunately, as negative and critical as one may be in this world. It's tough out there, and I just trust that everybody will find a way to navigate through and remain as healthy as they can because it's a great profession and something that you worked hard to be able to serve the people at the capacity that you do. For myself, trying to keep an open mindset is really putting myself in environments where I challenge myself, what I read, what I listen to.

I try to look for people who I believe are wiser than I am, and they don't have to have the same beliefs I do. They can have a different philosophy in life, but I still want to read and learn because I want to find where my biases might be harming my outlook about certain things. Certainly, we all have convictions and beliefs, but I want to have mine tested on a regular basis. The people I surround myself with, the different mastermind groups and mentors and coaches, and just the

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people I keep close to my inner circle are people from different walks of life, different professions, but all bring something to the table that is valuable to me, and hopefully I can be as valuable back to them. That's the way I feel like that we are able to really offset as many of those limiting beliefs as we can because they're really contrived very early in our youth, our early years, our growing up years, our first 10 years of life, and they become very deeply rooted, and many of them are false, but we have to deal with them.

And as soon as we can overcome many of those, we're able to live a more fruitful and really a life of abundance, and that's what I think we all strive for. Brad spoke about the concept of true happiness and how it relates to success. I can be very authentic and say that there have been very few times in my life that I've been unhappy, and there's times that I've been frustrated. There's times I've been angry, there's times I've been fearful, particularly when my daughter was so sick many times in her life, but I can honestly say I've never felt unhappy, and I don't know if I'm just fortunate, maybe it was my upbringing, but I just try to find the blessings and gratitude in life, and part of it's because I've been also blessed to be healthy and not dealt with challenges that many people deal with, and I might be a different place if I had gone through things like that.

But for me, it's just gratitude, being thankful for what I do have, being willing to do the work, surrounding myself with the right people who also have positive attitudes in life, who are also willing to have conversations about what hasn't worked to be vulnerable about mistakes that we've all made, and feel that we're okay with who we are as human beings and not trying to make ourselves something that we're not. I think that's the key in my life to being happy in general, most spend their lives optimizing for wealth, net worth and quantity, thinking them the accurate measuring sticks for success or the magical portals into the lives they want. I believe most people are optimizing for the wrong thing. Time is the greatest resource, and time is what we all want more of in the end, but it's not just about the quantity of time, it's about how you spend it.

How you spend your time is the most accurate measuring stick of the success of your life. So how



## **Why Business Owners Need to Unlock Self-Love and Break Limiting Beliefs**

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can you optimize your life, business, and decisions for more time, and how can you upgrade where you spend your time to improve quality and the satisfaction of life? My new book, scaling Time Versus Wealth lays the groundwork for these questions that provides the lens in which you can filter your decisions to optimize for time and how you spend it. You can get your free copy at [scaling time versus wealth.com](https://scalingtimeversuswealth.com). That's [scaling time versus wealth.com](https://scalingtimeversuswealth.com), and thanks for tuning in. Be sure to click that subscribe or follow button and let us know what you want to hear more of in the future. I'll see you next time.