

JAMES SCHRAMKO

37 Life and Business Lessons from a 1000-Episode Podcast

1. Value your customers. Treat them well. Many people today let that slide.
2. If we're confident, we are much more willing to go after what we want fully. If you don't have the confidence, if you don't think you're worthy, act "as if". Perform.
3. Put time into finding your "ikigai", that reason for being, that thing that gets you up in the morning.
4. Be the guide, not the hero. Look to solve your customer's problem and show them clearly how you can help them.
5. In the event of setbacks, keep it NEAT: Know it's Normal, Expect it, Accept it, and then Tidy up.
6. Don't chase what you think you want. Take steps towards it, but don't stress. Sit in a place of patience, recognizing that what you want also wants you and will flow to you without pain.
7. Be a good student. Get the help you need when you want to achieve something, and implement what you learn.
8. You create your own happiness. Don't let your joy come from external factors and objects. Decide to be happy and live from that feeling on a daily basis.
9. We have many selves in life, and that's healthy. We can choose the self we need in a given context, and even channel alter egos with the qualities we want.
10. Seek to be a good role model.
11. It pays to be aware of change, in the present and in the possible future, and to move with it and prepare for it.
12. Some things are not too late. Look to credible experts and resources to educate yourself on what's possible. Your best life could be waiting.
13. As far as possible, treat the people in your life well - your customers, your team, your family, friends, peers.
14. To master distraction and your behavior, you have to master internal triggers,

JAMES SCHRAMKO

uncomfortable emotional states. If all behavior is prompted by a desire to escape discomfort, that means that time management is pain management. If you don't fundamentally understand the root cause of why we do things against our better interest, you'll always go off track.

15. Having a good time is half the battle. If you're having a good time, everything else flows from that.
16. One of the best ways to achieve what you want is to learn from someone who's been there.
17. Be, do, have. Be the person you'd like to be in order to do what's needed to have what you desire.
18. Don't act when you're desperate. Wait till you're centered and awake and ok with both yes and no. If you can't say no, your yes means nothing.
19. If you can train your willingness to go outside your comfort zone, the world becomes less scary. But scary things don't go away. They just become more nuanced. And you have to address what's scary in all areas of your life.
20. Your customers don't need more stuff. Sometimes too much of a good thing overwhelms.
21. If you don't have recreation in your life, you're making a big mistake. And your recreation needs to be just as stimulating as your work.
22. Ten million dollars is not a valid measure of success. Consider why you want that number and what it entails in terms of work and lifestyle.
23. Success is boring when you think about it. You're doing a handful of things again and again. And before you know it, you're really good at them. So show up every day and do what's needed.
24. Identify your one priority and get it done. Clarity without execution does nothing.
25. Compete with the best version of yourself. And expect that to change over time. Because our values change, our expectations, our desires, our vision, that all evolves as we do as human beings.
26. Stop comparing yourself to other people. Turn off the switch - you can. And you can make yourself a lot happier that way.

JAMES SCHRAMKO

27. Build your business and life for you, the way you want to build it.
28. The purpose of a business is to support or fund the life you really want.
29. Have the courage to be disliked. That is ultimate freedom, because you will speak your truth and promote your truth. And you won't be held back by your fear of criticism and judgment from others.
30. Charge what you're worth. Think about the outcomes you can produce. If you can deliver great outcomes, you can charge accordingly.
31. The universe is potentially a growth machine. Whatever happens to you, if you trust it's for your betterment, you'll always draw some greater good from it.
32. If we can fully live from our souls and shed everything that screwed us up in life, to just fully be us in all of our glory, the world will be a better place.
33. When someone believes your product or service is a talisman, they will pay a price for it beyond its actual market value.
34. Back up the concepts you teach with clear examples.
35. Business is a mental game. Sometimes it's not enough to implement - you need an entirely different mindset.
36. No need to be stingy with gratitude. Gratitude makes everyone feel good.
37. Fame for the sake of fame can be a toxic, toxic thing.

Build a business and life you love inside the [James Schramko membership](#)