

“The Deep Background”

of

Complacency

A conversation by

Sean Mize and Bruce Hoag

Sean:

I had a very strong and revealing conversation with my psychologist friend Bruce Hoag on Thu/Fri/Sat

We were talking about this idea of why do folks struggle so much with building an online business . . .and you know me I'm looking for some kind of psychological panacea from him because I keep telling folks, just do this step and that step and I keep hearing, I didn't do it . . .

So I was wringing my hands and cried out for help!

Here's a small snippet of what he wrote (this is part of an 11,000 word exchange that might become the backbone of a new book):

We'd been having this deep discussion about how people have a hard time conceiving of their dream because they are so involved in family, their job, whatever, that they are grasping at their dreams, they don't really have big dreams, they want to build an online business, but they dabble at the edges and then get disillusioned, then they quit then they start again when they are motivated again . . .

Then Bruce writes:

So it could be - and I haven't thought this through - that the key lies in developing the right dream, because if the dream is big enough, then we won't mind having to work so hard to get it.

Back to me writing here:

Now, that really set me off . . .

Cause I figure if 100 people tell me they want to build a business . . they ALREADY have a dream.

Frankly, I got a bit mad.

Like hot inside, I'm like, you mean I GOTTA DEVELOP THEIR DREAM????

All I can think is, nobody made my dream for me, I was living at the poverty level, had \$5k in the bank and tons of debt when I started this business . . . nobody did any dreaming for me!

I HAD TO COME UP WITH MY DREAM

Man, I was hot . . .

So I asked him this:

1) how do you account for the 1% of people - like me - who develop a dream and just decide that no matter how hard it is, we will accomplish it

my first year online was amazingly hard

I've had months my hands bleed I'm so stressed.

This one week this week has been enough to make anyone quit the business forever.

why do a small percentage of us overcome the condition you describe in this email?

2) where should these folks get their dream FROM?

they've been reading emails from people like me for 3 years or more . . .

don't they know what's possible?

they see people making millions, they see people with huge empires, huge productions . .

can't they make their own dream?

where do they have to get their dream from for it to be big enough for THEM to do it?

and then if the dream is too big - won't they not be willing to work hard enough???

Sean:

(Can you tell I was a bit irritated to say the least?)

I'm like . . . what?????

Ok, so here are some snippets from what he wrote (I'm not including them all, it might be another 1000 words, too much for an email, and I know from experience if I blog it and link to it, only about 5% will click and read, and that will REALLY depress me today if I know that only 5% of people care enough about this lifechanging information, so I'd rather dull my senses by thinking that all of you who open this, will read the next part!

Here it is (Bruce):

A. The first reason is that we've been conditioned by what we read on the Internet and by the society we live in to believe that it's easy.

B. We confuse simple with easy.

We say, "It can't be that simple. I'll buy 100 BSOs because there's something I'm not being told, and I'm going to find out what it is."

And of course, there's nothing to find out.

Bob Moore in PreneurPal hit the nail on the head when he referred to the "illusion of progress."

You've talked about this, too. You've said that study feels like work.

my comment:

I've said that people sometimes study for years and don't implement because the study itself feels like work, so it must be productive.

Back to Bruce:

It's the same thing.

If you set up a lot of your own rules and constraints for success, whether they actually get you closer or not in real terms, because you're progressing in those, you think you're making the right kind of progress.

And you're not.

It's an illusion.

C. There's another reason.

Because we equate simple with easy, hard doesn't fit into our mental equation.

When you or anyone else tells us that it's hard, we don't understand how hard hard is. We don't realize how hard it can be.

Now, I'm really speculating here. Correct me if I'm wrong.

I'm guessing that what's hard is the magnitude of what has to be done.

Here's what easy sounds like, and by the way, this is not intended to be facetious or flippant:

"Do a daily email, create an hour of training each week, and a sales letter once per month. That will take 2.5 hours. At the end of a year, you'll have 365 emails, 52 hours of training, and 12 sales letters. Oh, and spend the other 7.5 hours per week marketing."

Here's what hard means:

"You need to write a high quality blog post twice per week, and then repurpose it onto SlideShare, YouTube, and Mention. You need to connect your blog with Blogarama, comment on blogs relevant to your niche, join Facebook groups and participate there.

"And by the way, a high quality post isn't what everyone else is saying.

"It's deep.

"It proves you're an expert.

"It's well-written and it's 1500-2000 words long. And you need at least 50 of them on your website before you can expect to see any traction.

"Your presentations for SlideShare will probably have 100 slides in them, contain relevant and good quality images and pictures, and in every way, look professional.

"And even though you may only have 7.5 hours per week to do this, you'll still have to do this for as long as it takes.

"There is no silver bullet no matter what you think or what anyone tells you."

We don't want to hear that.

Instead, we want to believe that the next BSO will solve all our problems.

Why?

Because we've been conditioned to believe that that's true.

That's why what is really hard work looks like luck to so many people.

No one talks about just how hard they worked.

No one tells you exactly what they did, day in and day out.

III. Where do we go from here?

Two things:

A. First, there has to be a path that looks like hard work.

It's fine to identify the simple steps that are required, but people have to understand that quantity, and not just quality, matters.

They need to be persuaded that they have to produce, and that nothing short of that will give them any hope of the success that they want.

And they have to really believe it.

The problem, I think is that many - myself included - think that those who had to work that hard were the exception. That most people didn't have to.

It's a myth that we've been conditioned to believe.

That has to change.

You read biographies.

In the coaching calls, how often do you refer to the hard work that the people you read about had to put in to succeed?

How often do you actually describe what they had to do?

I'm not beating you up. You're precious to me.

But I want you to see something, and I've only realized it this morning as a result of you asking me those two questions.

It seems to me that one way to get across to people the extent of the effort that's required is by explaining what other people had to do, the extremes that they went to, and how long they stuck it out.

You might even explain their living conditions while all this was going on, if it strengthens the point.

People need to be shaken out of their complacency and the life of ease they already have.

that ends what Bruce wrote (what I copied into this email):

So it's me now (Sean):

Ok, so now that I've heard it . . .

I'm telling you this:

It's a lot of hard work.

ALOT.

It HURTS to write 10 - 20 articles a day like I used to at ezinearticles.

It HURTS to write 20 posts for quora like I did the other day.

It HURTS to write 107 posts like I did at preneurpal last week (Bruce wrote 320)

It HURTS to spend 4 hours in strategy session this morning.

It HURTS to write 2 sales letters like I did today from 11 - 12 (after my morning 4 hour strategy session.

It HURTS to work so hard.

But it's hard work.

And it's WORTH the hard work to achieve my dream

Now, I've said it.

It's hard work!

Sean

P.S. I sure would like you to hit reply and tell me if this email was useful . . . or not

Obviously, it's not for everyone.

If you are working hard on the wrong things . . .it probably made you mad.,

If you are working hard on the right things, you probably want to give Bruce a hug.

And if you are NOT a hard worker, you are probably mad right now.

So . . mad and hugs

Seriously, if it means something to you to keep getting these daily emails that DO take time to write . . hit reply and tell me if this was good, bad, or ugly!

Thanks

Sean