

# **Do the Impossible**

## **Action Guide**

# Doing the Impossible and Being Extraordinary

## Self-assessment

On a scale from 1 to 10 (one being not all, 10 being absolutely) assess how extraordinary you are right now in each area below:

Career:

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1 10

Character (self-discipline, kindness, etc.)

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1 10

Finance

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1 10

Health:

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1 10

Relationships:

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1 10

## Define what extraordinary means to you

What does being extraordinary mean to you personally? What does the extraordinary version of you look like? How do you feel? What do you do? What impossible things do you attempt?

For a moment, let go of limitations and fears and envision the ideal version of your self. Remember, being extraordinary mean impressing yourself, not others. Focus on yourself and what *you* really want.

My vision of being extraordinary:

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## Do “impossible” things

Write down below your own list of “impossible” things to strive for. Don’t worry about how realistic those things are. Write down what inspires you and energizes you. What things if you could do, you make you feel absolutely amazing?

My list of impossible things:

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# Part I. Fundamental Assumptions and Models of Reality

## 1. Fundamental Assumptions about Human Beings

Remind yourself of the 8 fundamental assumptions below. The deeper you internalize them, the more impact you can have on the world.

1. Energy is the currency of the world.
2. We have far more potential than we can ever imagine.
3. Incentives rule the world.
4. Fear and love are the two fundamental forces that drive human behavior.
5. Most of us want to be part of something bigger than ourselves.
6. Most of us do not know what we want (and will follow people who do know what they want).
7. We all believe we are right.
8. We are always trying to convince others of something.

Now, knowing these 8 assumptions, write down at least one concrete action you could take to increase your potential impact on the world around you.

How I can make these assumptions work for me:

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## 2. The Power of Assumptions

Assumptions are statements you believe to be true. They directly impact the results you achieve in life and work as follow:

Assumptions → beliefs system → thoughts → words → actions → results.

Assume everything is possible until you have proven with relentless action that it isn't. Now, complete the following exercises:

Write down the one belief that you think is limiting you the most in life

My biggest limiting belief:

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Write down three disempowering assumptions preventing you from achieving your goals (i.e., I'm not smart enough, there is too much competition, I don't know the right people, etc.)

My three disempowering assumptions:

- 1.
- 2.
- 3.

Alternatively, think of one major goal you'd like to achieve but don't believe is possible for you. Then, write down all the reasons or excuses why you believe it can't be done.

My major goal:

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Reasons why I believe I can't reach that goal:

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Finally, practice reminding yourself that everything is possible unless proven impossible. That is, assume you can, take action and see what happens.

### **3. The Three Laws of Belief**

The world obeys specific laws. When you fail to learn the rules, you've lost the game before it has even begun.

Below is a summary of the three laws that will help you make the most of the power of belief.

#### **#1. Law of choice.**

This law states that *you can choose to believe anything you desire*. Practice replacing disempowering beliefs with empowering ones that support your goals.

#### **#2. Law of cause and effect.**

This law states that *what you believe affects your life*. Your thoughts dictate your actions and come with real consequences. To change your life, change your beliefs.

#### **#3 Law of repetition.**

This law states that *you can dramatically increase the intensity and power of your thoughts through repetition*. Repeat a thought in your head until it affects how you feel and what you do.

To sum up, because what you believe affects your life, choose empowering beliefs that serve you. Then, keep repeating them until they affect how you feel, what you do and, eventually, the results you obtain.



#### **4. The three Meta-Beliefs that rule them all**

Meta-Beliefs are fundamental beliefs that make all the other beliefs possible.

Once internalized deeply enough, the following three Meta-Beliefs will restructure your belief system and change everything for you:

1. Everything is possible,
2. Everything is learnable
3. Every problem is solvable

Make these three Meta-Beliefs your mantras. Using the power of repetition, retrain your brain so that you can approach each new situation with a more empowering mindset.

Whenever you face an issue, remind yourself that everything is possible, everything is learnable, and every problem is solvable. Then, look for possible ways to move forward with your most important goals or solve your issues.

## 5. The Power of Subjective Reality

To transform the outer world, you must transform your inner world. To use the power of subjective reality behave as though the outside world was a direct reflection of your inner thoughts and feelings. To do so, complete the following exercise:

Step #1. Close your eyes and imagine the outside world is merely a projection of your inside world. See yourself as being responsible for the state of the entire world.

Step #2. Now, look at areas of your life in which you're not taking full responsibility. Then, complete the following prompt:

If I was responsible for the state of the entire world, this is what I would do differently:

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Step #3. Imagine you're the only playable character in the world. Knowing the world is the perfect reflection of your inner thoughts, what are the most empowering beliefs you could adopt to help you achieve anything you desire?

The most empowering beliefs I could adopt:

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## Part II. Applying Extreme Leverage

To impact the world at scale, you must be able to deliver extraordinary results. And extraordinary results require not just an extraordinary mindset, but also extraordinary leverage.

As a reminder, below are the eight forms of leverage:

1. **Thoughts (size and intensity).** By thinking bigger, you act from a completely different place and magnify your impact. And by intensifying your thoughts, you make them more powerful.
2. **Thinking.** Accurate thinking makes each of your decisions far more impactful.
3. **Personal growth.** Working on yourself enables you to increase your impact dramatically.
4. **Technologies.** Technology is human labor on steroids. It enables you to multiply time and gather far more energy than you otherwise could.
5. **Focus.** A sustained focus over the long term activates the power of compounding which generates an extraordinary return on the time you have invested.
6. **Other people's time/energy.** Your time/energy is limited. Buying other people's time/energy is essential to generate more leverage.
7. **Money.** Money (yours or other people's money) is nothing more than stored time and energy. The more money you have, the more time and energy you can use to advance your vision.
8. **Knowledge.** Knowledge is the sum of the progress made by human civilization up until now. It's people's time and energy stored and curated over centuries for its usefulness.

On a scale from 1 to 10 (1 being poor, 10 being excellent) rate yourself on your current ability to use each form of leverage to achieve extraordinary results.

**1. Thoughts** (i.e. the size and intensity of your thoughts)

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1 10

**2. Thinking** (i.e. the accuracy of your thinking)

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1 10

**3. Personal growth** (i.e your level of self-mastery)

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1 10

**4. Technologies** (i.e how effectively you use technology)

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1 10

**5. Focus** (i.e. your long-term focus and level of consistency)

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1 10

**6. Other people's time/energy** (i.e. how well you delegate and lead teams)

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1 10

**7. Money** (i.e. your ability to make money and/or raise funds)

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1 10

**8. Knowledge** (i.e. how well you learn and implement existing knowledge)

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1 10

Now, what are the top 3 forms of leverage that if you were to focus on would allow you to scale your impact the most?

1.

2.

3.

## Leverage #1 – Thoughts (size and intensity)

*Having bigger thoughts enables us to take impactful actions that will create extraordinary results.*

### Leverage #1a – Thoughts (size)

To disrupt yourself you must think bigger. Here are a few things you can do to think bigger:

- Surround yourself with people who set high standards for themselves
- Consume content from extraordinary people you want to be like
- Find role models who inspire you in various area of life
- Think bigger, more empowering thoughts and write statements you want to be true about yourself on a daily basis.

#### 1) Destroying myths around thinking big

Failing to think big is one of the main reasons we grow slowly. It happens for the reasons below:

1. **We were never taught we *could* think big.** Nobody ever told us what we can think bigger and raise our standards. Therefore, like most people, we've learned to accept our "fate" and settled for mediocrity.
2. **We were never taught *how* to think big.** Neither our parents nor our teachers taught us how to use our mind to turn the invisible into the visible.
3. **We believe extraordinary is not for us.** We see ourselves as being normal, ordinary. And ordinary people cannot become extraordinary. We simply fail to understand that our future self could be a widely different and better person.

## 2) How to increase the size of your thinking

Thinking bigger is a learnable skill. To increase the size of your thinking, complete the following exercise:

**Step #1. Let go of limitations.** Think of the biggest vision possible. Focus on what you desire for yourself, your family and the world as a whole. Remember, the stronger your desire, the better.

**Step #2. 10X your vision.** Make your vision even bigger. What would it look like if you multiply it by ten? Experiment with a level of thinking you've never experienced before. See how it makes you feel.

**Step #3. Further expand your vision.** Now, what would it look like if you multiplied it by one hundred? Notice how you feel. Do you feel uncomfortable? Insecure? Overwhelmed? Anxious? Or do you feel excited, empowered and alive?

**Step #4. Ask yourself what if?** Now, assume your vision is possible. Let your mind wander into the impossible future you desire. Notice any self-doubt that arises. Practice letting go of your limitations. Spend five minutes or thinking of "what if".

**Step #5. Remind yourself that if someone else can do it, you can too.** Let go of the idea that others are smarter than you. Eliminate the belief that you can't learn what you need to learn to reach your goals.

**Step #6. Repeat the process as often as necessary.** Whenever possible, spend time alone thinking bigger thoughts. You can do so when taking a shower or going for walk, or when you wake up or before you go to sleep. Thinking big is a skill. Practice it—often.

Additionally, I encourage you to write down your vision and update it on a regular basis.

### 3) “Impossible” is a point of view

Big thoughts that seem unrealistic today might not be tomorrow. Don't limit yourself to what you think is plausible. Instead remind yourself everything is possible. Reread the section on Meta-Beliefs and keep the mantra “everything is possible” in the back of your mind.

### 4) Feeling good vs. doing good

Wanting to feel good without having to do anything is another form of instant gratification. To impact the world at scale, you must eradicate feel-good activities and destroy any sense of moral superiority. Instead, you must judge yourself on the size and impact of your actions.

Consider the following questions:

Are my thoughts and actions match my words? If I keep doing what I'm doing right now, am I likely to achieve the goals I say I care about?

### 5) Purifying your thoughts

The quality of your thoughts will determine the quality of your life. To become extraordinary, let go of impure and disempowering thoughts and replace them with pure and empowering ones. To do this you must:

- A. **Let go of excellent and choose extraordinary.** Continuously recommit to your vision and protect it from any internal attack (a negative mindset) or external attack (other people's thinking).
- B. **Avoid the pull toward mediocrity.** By definition, most humans are average. That's why you must proactively design an empowering environment that will help you raise your standard and maintain it.
- C. **Accept that nobody can see what you see.** Many people won't believe in you. Don't downgrade your vision thought. Instead, upgrade your thinking to match your vision.
- D. **Eliminate the negative voices inside your head.** As you move toward becoming extraordinary, you must let go of the limitations imposed by your parents, teachers or society.



## **Leverage #1b—Thoughts (intensity)**

### **1. The size of your thoughts**

Big thoughts have more power but require far more time and effort before they can impact the world.

### **2. Energizing your thoughts**

You must energize your thoughts to give them power and allow them to generate tangible results in the real world. It entails the following:

1. Understanding the power of thoughts.
2. Strengthening your thoughts through repetition.
3. Marinating in your thoughts.
4. Infusing your thoughts with intense desire.

### **Step #1—Understanding the power of thoughts**

Start leveraging the power of thoughts by understanding the process through which thoughts become things:

- First, you have a thought.
- Second, you give that thought your attention.
- Third, that thought takes shape.

Reread the corresponding passage in the book as needed.

### **Step #2—Strengthening thoughts through repetition**

For a thought to shape your reality, you must repeat it over and over. To do so:

1. Consume positive content daily
2. Write down affirmations
3. Think of your core beliefs during the day

Now, complete the following exercises :

What habit(s) could you put in place to ensure you consume positive content every day? Write down your answer below:

What (your habit(s)):

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When (your trigger(s)):

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For how long:

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Now, write down 3 affirmations you'll repeat each day (you can use the 3 meta-beliefs or create your own affirmations):

1.

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2.

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3.

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Think of your core beliefs during the day whenever possible (For instance, whenever you're walking).

## Step #3—Marinating in your thoughts

A thought gains power when you give it your attention. “Marinate” in your thoughts by doing the following exercises:

### 1. Embracing alone time.

Block at least 15 minutes this week to spend time to think of one of your goals. Focus on the following things:

- **Clarify your vision.** Think of what you really want. Focus on what excites you. Write down ideas and refine them. Get more specific.
- **Look for opportunities.** Ask “how”, “who”, and “what” questions. How can I reach that goal? Who can help me? What would it take to make it happen? Tell your subconscious to come up with ideas and solutions. Let it help you and do some of the work in the background.
- **Strengthen your conviction.** Let your vision consume you. Allow yourself to believe it’s possible. See yourself there. Build a strong sense of conviction.

### 2. Overcoming self-doubt

Experiencing self-doubt is normal. Allow negative feelings to be there and avoid beating yourself up. Meanwhile, keep focusing on the thoughts that will help you design the life you desire.

Notice when feelings of self-doubt arise. Observe the content of your thoughts. Then, reread part of the book and/or refocus on your vision.

### 3. Having faith in your vision

Identify a specific time during your day/week when you can marinate in your vision (i.e. commute to work, daily walk, shower, etc.).

Write down when you could focus on your vision during the week:

I will marinate in my vision when:

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#### 4. Accepting loneliness

Remind yourself that you cannot be extraordinary by doing ordinary things. Use your alone time to refine your vision, to protect it, and to strengthen your conviction.

## **Step #4 – Strengthening your thoughts through desire**

The major obstacle between you and your vision is a lack of desire. Desire gives intensity to your thoughts and drives you to keep moving despite the inevitable setbacks. That's why you must cultivate more of it.

### **The 3-step method to cultivate desire**

#### **Step #1 – Uncover your desires through authenticity (Identify)**

A. Fully embrace your ambitions

Try to write down in one or a few sentences what you want out of life. What do you secretly desire? Complete the writing prompts below:

If I were to fully embrace my ambitions I would:

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B. Gain clarity regarding who you want to become

As the business philosopher, Jim Rohn, said:

“Success is not to be pursued; it is to be attracted by the person you become.”

Now, fill in the prompts below.

To move closer to my vision, I need to become:

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### C. Identify the whys behind your goals

To stay motivated, use the following types of motivators:

- Ego: our desire to enhance our sense of self through external validation
- Love: a sincere desire to contribute to the world.
- Fear: a desire to move away from what we don't like
- Desire: Our innate desire to do and become more.

Write down what you could do to use each type of motivators.

I will use ego to motivate me by:

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I will use love to motivate me by:

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I will use fear to motivate me by:

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I will use desire to motivate me by:

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**Step #2—Strengthen your desire through specificity (Build)**

Stack your whys

Using the table below, list down all the reasons you have to reach your goals. Then, in the right column, write down which motivator(s) you can rely on to increase your desire (ego (E), love (L), fear (Love), or desire (D)).

Reasons	Motivators (E, L, F, D)







## B. Consume inspirational content daily

When you stop moving toward your goals, you lose momentum. This is why you must cultivate desire daily.

Write down at least one thing you can do each day to stay motivated (read inspirational books, practice gratitude, etc.)

What I could do to stay motivated each day:

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## C. Take daily actions

What you do every single day compounds over time and creates outstanding results.

Write down a couple of daily actions that would help you build momentum and make progress toward some of your current goals:

To move toward my goals, each day I could:

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#### D. Remind yourself of your whys on a consistent basis

Desire is a habit. You either cultivate it each day and strengthen its intensity, or you let it wither away, and you lose momentum.

Remind yourself of your whys on a regular basis. A good idea is to do so when you think of your vision (as you go to work, when walking, or when talking a shower).

## Leverage #2—Thinking

*By thinking more accurately, you can create effective strategies that, in turn, will help you take impactful actions.*

### 1. The power of accurate thinking

#### 1) Improving your model of reality

The closer your model of reality is to actual reality, the more you can impact the world. This is because, every decision you make places them on top of a solid foundation (i.e., an accurate model of reality). In short, you're interacting with the world as it *is* rather than *as you wish it to be*.

Now, complete the following prompts.

To improve my current model of reality I could:

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#### 2) strategy vs. tactics

Tactics can never create extraordinary results unless they are part of a well-thought-out strategy. As a reminder:

- A strategy is a plan of action you use to reach a specific goal.
- A tactic is a specific action or method that belongs to a larger strategy.

Think of a major goal you'd like to achieve.

My major goal:

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Now, try to articulate your strategy to reach that goal:

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## 2. Overcome thinking biases

Rate yourself on a scale from 1 to 10 (1 being often, 10 being never) for each of the following thinking biases. In other words, how often you fall for them.

Sunk cost fallacy.

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1 10

Correlation and causation.

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1 10

Emotional reasoning.

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1 10

Mistaking who you are today for who you will be tomorrow.

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1 10

Believing bigger is harder.

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1 10

Failing to understand exponential growth.

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1 10

## Leverage #3—Personal growth

*Personal development is the ultimate leverage because it enables us to uncover our exceptional abilities and do the things that we once thought impossible*

Rate your level of self-confidence, self-discipline, and grit on scale from 1 to 10

Self-confidence

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1 10

Self-discipline

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1 10

Grit

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1 10

### Strengthening self-confidence

To build more self-confidence, practice the following:

- **Repeat Meta-Beliefs and other empowering beliefs daily.** When taking a shower, walking or before going to bed, think of empowering beliefs that will help you build the life you desire.
- **Act accordingly.** Positive self-talk must be backed up with concrete action. The more you act in line with your beliefs, the more you'll strengthen these beliefs.
- **Do what you're afraid of.** Challenge yourself. Face your fears. As you move toward discomfort, you'll build more confidence over time.



Now, write down one specific thing you could do to help you strengthen your self-confidence

To strengthen my self-confidence I will:

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### **Building discipline**

To build more self-discipline practice:

- Keeping promises to yourself, and
- Keeping promises to others.

To do so:

- Set small tasks each day and complete them
- Make fewer promises
- Set bigger goals over time

Now, write down below one specific thing you could do to help you boost self-discipline for time.

To increase self-discipline I will:

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## Cultivating extraordinary grit

Grit is often what separates ordinary people from extraordinary ones. Below are a few things you can do to develop more grit and determination:

- A. Expect failures and prepare for the worst
- B. Understand that when you feel like giving up it means the game is on.
- C. Build the identity of someone who never quits
- D. See failure as a test from the universe
- E. Focus on the process
- F. Reframe failure

Think of a major life goal you'd like to achieve. Write it down below:

My major goal:

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Now, imagine the absolute worst case scenario and write it down below.

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Spend a moment to envision yourself going through it. Then, see yourself moving forward nevertheless with even more motivation than before.

Remind yourself that you're not the type of person who quits. Write down below what you would say to yourself when you feel like giving up (ex: I never quit. That's not who I am)

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## Leverage #4 – Technology

*Technology enables you to gather more energy by using new tools that can replace human labor or do things that no human can do.*

### 1. How to use technology to scale your impact

#### 1) automation and processes

How can you use automation and processes in order to multiply your impact? Write down below three specific things you could do:

1.

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2.

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3.

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#### 2) algorithms

What specific algorithms could you use in order to further magnify your impact long term?

Write down your answers below:

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## Leverage #5—Focus

*Focus is the ability to gather our energy and direct it toward a specific goal for long enough to make it a reality.*

There are roughly three types of focus:

- Short-term focus (concentration),
- Transitional focus (planning/routine), and
- Long-term focus (vision).

What can you do to increase short-term, transitional, and long-term focus?

Complete the exercise below:

To improve my short-term focus (concentration) I will eliminate internal and external distractions by:

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To improve my transitional focus (planning/routine) I will:

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To improve your long-term focus, you need to refine your vision. To help you do so, complete the exercises below:

**Think of your ideal future**

Use the space below to write down any ideas or visions you have regarding your ideal future. What do you want to do? What kind of person do you want to become? If you could accomplish the extraordinary, what would make you feel most proud? Let go of any fear or limitations. Forget about being realistic.

My ideal future:

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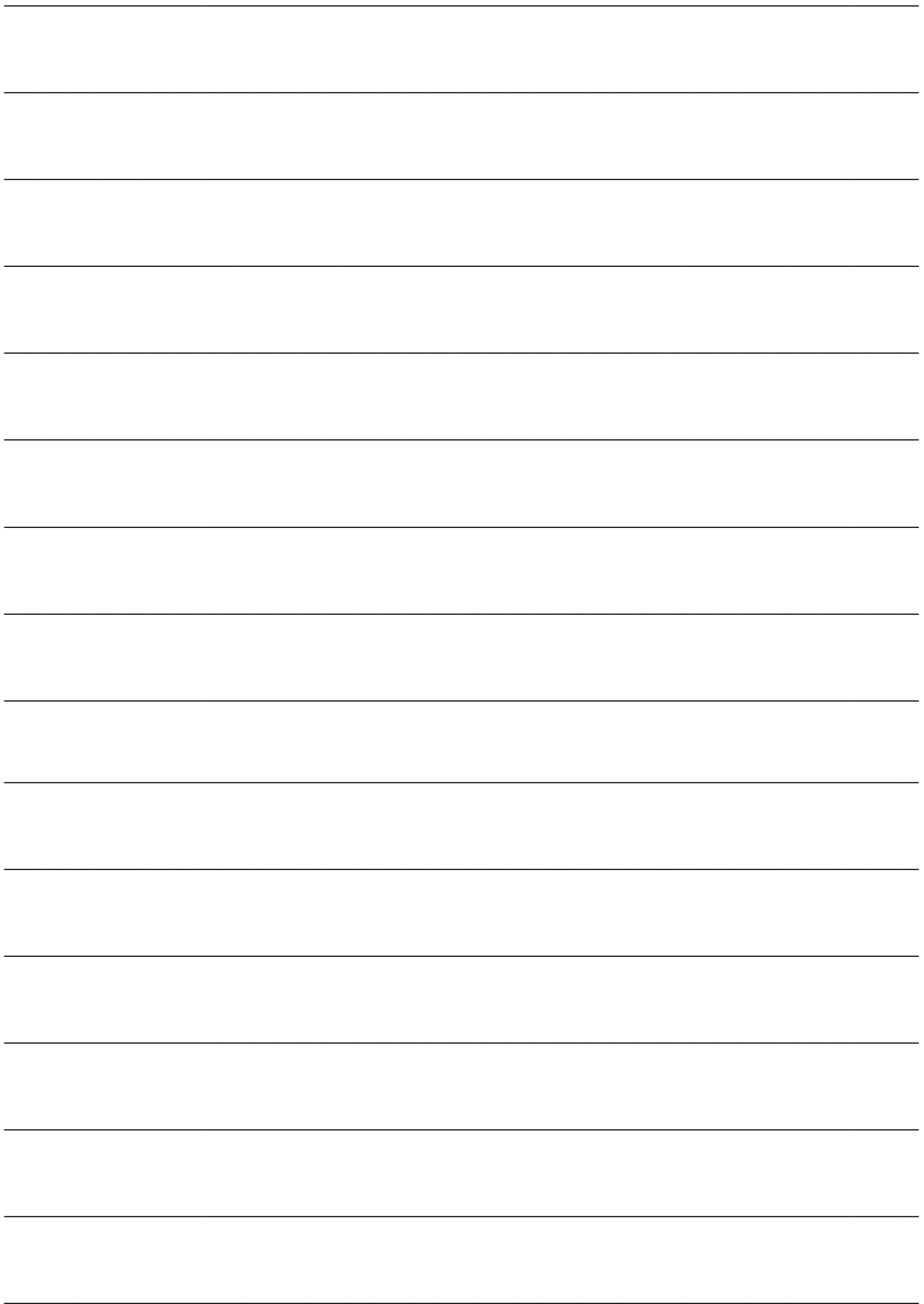
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## Identify the gaps

To move closer to your vision, you will need to fill in the gaps in terms of:

- Skills,
- Character traits,
- Network, and
- Resources/people.

Answer the following questions:

What specific skills do I need to learn?

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What character traits do I need to develop?

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Who do I need to surround myself with?

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## Leverage #6—Other people's time/energy

*Leveraging other people's time and energy entails working with freelancers, contractors and/or building teams to increase the amount of energy available to move you closer to your vision.*

As you work on scaling your venture and magnify your impact, consider the following steps:

1. Test
2. Amplify what works
3. Amplify even more
4. Create processes
5. Build teams/find top talent
6. Remove yourself

Now, select one project you're currently working on. Then, think of how well you fair for each step above. What could you change or improve on? Should you test more, amplify what works, refine your processes, build a team, or work on removing yourself?

## Leverage #7 – Money

*Money is simply a tool that enables you to scale your impact.*

Roughly speaking there are two different ways to use money to amplify your impact.

1. Investing in yourself
2. Investing in your business

### **1. Investing in yourself**

Answer the following questions:

Find where you're lacking the skills needed to scale your impact. What's your limiting factor? Where are you lacking the skills needed to scale your impact?

My limiting factor is:

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What could you do specifically to acquire those skills in the near future?

My plan to acquire those skills:

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## **2. Invest in your business**

If you have a business or a venture you're currently working on, what could you do specifically to invest in it so as to scale and multiply your impact? (i.e. invest in marketing, working with coaches, buy courses, join masterminds, etc.)

Write down your answers below

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## **Increasing the velocity of money**

Money sitting in a bank isn't that useful. How could you put your money to work so as to accelerate your personal growth and/or your business?

Write down things you could do to increase the velocity of your money:

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## Leverage #8—Knowledge

*Leveraging knowledge means leveraging the collective time of the entire world population (past and present).*

Remember, when we learn, we usually go through the three stages below:

1. **Knowing.** It is when you know something intellectually.
2. **Doing.** It is when you actually *do* something with the information you consume.
3. **Living.** It is when you do something consistently until you turn intellectual knowledge into practical skills.

### Develop a mastery mindset

Assess your level of mastery by rating yourself on the scale from 1 to 10 for the following statement (1 being false, 0 being true)

I'm am master of the process. I'm consistent

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1 10

I'm a master of implementation. I get things done.

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1 10

I'm a master of humility. I seek to learn rather than being right.

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1 10

I'm a master of repetition. I practice daily skills that matter to me

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1 10

I'm a master of grit. I don't stop until I achieve my goals

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1

10

I'm a master of faith. I trust the process and keep believing.

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1

10

I'm a master of long-term thinking.

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1

10

### **Invert your learning/action ratio**

To acquire invaluable skills and much needed experience, you need to take more action and spend less time "learning". Answer the following questions.

In what ways are your learning too much, consuming more information than you need to?

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Now, what could you do specifically to take more action?

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**Acquiring meta-skills**

What meta-skills do you need to acquire in priority in order to scale your impact and make a bigger difference with your work?

Write them down below:

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