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KELSEY HUMPHREYS' TOP TEN
SUCCESS HACKS

REAL LIFE TACTICS
TO POWER YOUR PURSUIT

Insights and inspiration to build your dream better,
faster. Based on hours of research, in-depth
interviews, and personal results!

the **PURSUIT**
WITH KELSEY HUMPHREYS

Top 10
Real-Life
Success Hacks
to Power Your Pursuit

By Kelsey Humphreys

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If you're new to me or *ThePursuit.tv*, my media company, let me first explain where this guide comes from. (This is the qualifier portion about why you should read this and it's going seem braggy, but stick with me. I promise I'm not a tool.)

In the last two years, I've spent over 4,000 hours studying success and successful people. I've traveled the U.S. and interviewed Gary Vaynerchuk, Barbara Corcoran, Tony Robbins, the Property Brothers, Rachael Ray, Kathy Griffin and tons of other entrepreneurs and celebrities.

Though I'm not a millionaire myself *yet*, I have used these tactics and achieved crazy momentum in the last two years: Launching a show on a GoPro from my hometown of Oklahoma City and landing interviews in New York and LA, with guests like Tony Robbins - *within 18 months*. My articles have had over 150,000 shares. I have more than 17,000 YouTube subscribers and viewers have watched over 12 million minutes of my video content. I'm also a seasoned marketer, a proven speaker and consultant, and a #1 Amazon best-selling author.

However.

I'm in the trenches, like many of you, building my dream day in and day out, working on my laptop in OKC, wearing my video-ready shirt on top and my sweatpants and slippers on the bottom. Like a boss.

I'm testing things and failing a lot and getting rejected every day from publications and potential guests. I work on my dream between taking my kiddo to and from daycare, cooking dinner for my family, little league games, church obligations - you get it. It's *real life* dream building.

There are a lot of success tip articles and videos out there, and they all have something to offer, but a lot of them are lacking real-life, nitty-gritty tactics. *How do success lessons from millionaires and superstars look when they're applied in our own lives? What about those of us not in tiny towns? What if we're really old or really young? If we have families or we have elderly parents to take care of? What if we have student debt or we're working multiple jobs to support the dream?*

How do tactics from those that are already successful work for those of us still hustling hard to get to that elusive next level?

That's what I'm on a mission to discover, implement, and explain. Here are my 10 best lessons, and how to actually apply them in your life and your brand.

Put in the Hours

Ok, ok, so this isn't really a hack but stick with me. There is no way around long, hard hours of work if you want to achieve your dreams. Unfortunately, there are very few actual short cuts. Even with "passive" income - you have to work your tail off before you get to the passive part.

Even though my celebrity guests swear by sleep and good health habits now, most of them admit that they started with head-down, barely-any-sleep, what-are-these-things-people-call-friends? work weeks.

For. Years.

At first I thought this meant that everyone needed to put in 18 hour days, no matter what. HUSTLE HUSTLE HUSTLE, right?

But don't abandon your family or quit your day job just yet, because I discovered that's not actually the case.

There will be hard work. There will be many hours. **The exact amount depends on how big your goal is and how fast you want to get there.**

If you have giant goals and you're currently half-assing your efforts, splitting your time between work, friends, and *Billions* marathons, realize that A) you've at least chosen an awesome show. The end of season two?! OMG. B) You will not realize your dreams as fast as you want and/or C) You may not achieve them at all.

If you want to make 10 million dollars, that takes a different level of commitment and man hours than making 2 million dollars. We study people like Gary Vaynerchuk or Barbara Corcoran, but if you don't want to build a multi-million dollar empire based in New York City, you can probably put in less hours!

If you're putting family first for the next few years, content with working for decades before you achieve success, you can stretch out your efforts and get less done week to week, and for good reason.

The **exercise** for us here is to figure out what it takes, assess current momentum, and adjust.

- Determine how many years, hours, trips, purchases, prototypes, team members, etc. your dream will take. Research those before you who've achieved either your goals or goals very similar. How did they do it? How long did it take them? What did an average week look like for them? What other commitments did they have outside of that one goal? What's different now in that industry than when they were hustling?

- Assess your current situation. How many hours are you really working a week? What can you change? What do you *want* to change?
- Adjust. Either adjust your efforts or adjust your expectations. Rework your weekly schedule, or rework your deadlines and timelines in your head. You may need two extra years or three less hours of sleep.

2

Be Patient & Persistent

This one is hard, and we all “get it” in theory - so I’ll just jump right into the HOW of this.

First, patience. I am one of the least patient people I know. Seriously. So having a giant dream that is years in the making is not easy for me. In the past, with my music career, I got overwhelmed and quit.

Regret is a special kind of pain you don’t forget.

So now, with that pain in my side, I tell myself, sometimes daily, *“I’d rather see this happen, even if it takes 10 years, or even if I’m 50 when it all starts to come true, than not achieve it at all.”* I wish I didn’t have that stinging reminder, so I hope you take a lesson from me and spare yourself the regret.

I say this with love, but youth makes us stupid. I remember thinking, *“Well, if I can’t succeed now while I’m young enough to enjoy it, what’s the point?”*

So, so stupid.

If you’re 22, I can personally promise you that you’ll still be awesome, full of hustle and glad you stuck with it at 32. If you’re in your 30s, ask someone in their 40s if they are still full of energy, excited about their dream. Talk to successful people in their 50s and 60s and ask them if the long haul was worth it. Spoiler alert: it was.

You can already, right now, think of multiple cool things you wish you’d stuck with. Your YouTube channel, your piano lessons, your book of essays, maybe a relationship you let go or a diet plan you abandoned. Twenty pounds later - again - while you wriggle to get into your “fat jeans” and cry into your kale smoothie - again - you curse that cheat day you let turn into a cheat half-year. Or so I’ve heard. I’m getting sidetracked.

My point is that THIS TIME, YOU’RE GOING TO STICK WITH IT.

Exercise: Find a mantra that works for you and say it every day. Remember that you don't want a splash-in-the-pan sort of success, you want your whole dream to come true, and to last.

Next, persistence. This goes hand in hand with the long-term mentality we just discussed, but it doesn't mean you have to go all in on this one path you've chosen forever. For example, you know you want to be an best-selling author eventually, so you try to start blogging as a first step. Aaaaaand you hate it. You hate shortening your thoughts into posts, you hate WordPress and you hate the AP style guide and you end up hating Al Gore for inventing the internet. In this example, you *don't* have to stick with a blog forever no matter what. There are other ways to work toward that best-selling author goal.

This also relieves some of the pressure. If the current *method* you're using for your mission (podcast, coaching program, free songs on SoundCloud, local speaking workshops, cold calling, etc.) then it's no biggie, just move on to try a new method.

I have found that it's not a matter of knowing I'll succeed on this path, no matter what. It's the mentality that if one path doesn't work, I WILL FIND ANOTHER PATH, over and over and over again until I reach the destination. Period. If I get rejected by every potential guest, if I run out of funds, if suddenly everyone stops watching - I have other ideas, other tactics that could lead to my overall goal. I will find a way.

And so will you, because your dream is worth it!

Exercise: Remind yourself each day or week that your current hustle may fail and that's fine, because YOU will not fail at finding a way. Post a note for yourself, write out a mantra, change your phone background, something!

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Stay Grounded

I expected many successful people to be humble and grounded. I also expected some to be jerks. I was right on both counts. And no, I'm not going to tell you which ones are ...less than lovely in person. ;)

What I did not expect was the emphasis on a daily grounding practice.

For most, this is a gractice. That's a word I made up and then published on Entrepreneur.com and so now I feel as if I have added to the English language. You're welcome, world.

They perform their gractice (gratitude+practice) each day, either via listing good things, calling someone they love, sending a thank you note, etc.

There's also a recurring theme of getting quiet each day through meditation, journaling, or morning stretches.

Basically, we need to find a daily ritual that reminds us how lucky we are to be alive, how grateful we are for certain people and things in our life, how far we've come and how far we have to go.

Building a dream business or brand or career or lifestyle can be all-consuming and seem like THE most important thing - until a parent dies or a child gets terribly sick or a tornado flattens your hometown. Honestly, our legacy of love and generosity - especially to those closest to us - is so much more important than everything else.

Find a way to remind yourself of this each day. Some people pray first thing. Some people journal on their phones once a day. Others write in a physical notebook morning and night. Some listen to affirmations on their commute. It only has to take a minute and can be molded to fit your life.

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Serve Your Audience

You've probably heard this before. The ultra-successful have a very clear picture of WHO they serve, WHAT that person's problems are and HOW they solve those problems. Even though they have celebrity-level personal brands, if you listen to my interviews, you'll hear them say that the reader comes first, that their number one priority is to add value to the audience, that the client is king, etc.

How do you know if you're serving well? Dave Ramsey says your audience will "give you little certificates with president's faces on them." People are buying what you're selling. They tell their peers. You're experiencing growth. You're getting great feedback. These are all good signs.

Sometimes we can lose touch with those we serve because we get caught up in our creation. We love a certain product. We love creating our art a certain way. We find a subject we want to research and write about. We love a certain platform or technology and we want to use it.

But we are not the audience, we are the creators.

If you're not putting your audience first, you won't gain and hold their attention, and attention is the name of the game.

Exercise: Assess the income, growth and feedback you're getting. Make sure you're serving well with customer surveys, reader polls, audience participation, and live broadcast Q&As. Make sure to actually listen to the feedback and implement it!

5

Get Support

Great things take time and great things take people. Not *person* - *people*.

See my next point about hiring and creating systems, but right now I want to talk about finding your peeps. I had a video chat yesterday with my gals that included everything from brainstorming about email marketing and lamenting about my toddler's refusal to poo on the toilet.

They discussed both with me with almost equal enthusiasm. Clearly, they are my people.

You need to find a couple like-minded individuals who understand what we're doing. There are still many people who don't "get" dream chasing. They don't know what a personal brand is or why you need to Facebook Live once a week. Those friends and family members are wonderful, I'm sure, but they tend to give you weird looks and mutter things under their breath about "real jobs." There's a lot of sighing. You need more than they can give you.

Find an online group or an local in-person group. Hopefully, from there you'll find one or two accountability buddies. I recommend you find people around the same age, gender, financial status and relationships status. My hustler friends without kids can empathize, but my hustler friends who are also a wife *and* mom, also with young kids, can offer me invaluable support and feedback.

Also, let people help you. People want to be a part of big, exciting dreams - and you and I sometimes try to do it all ourselves. We've seen one too many inspirational memes of a solo guy or gal on top of a mountain, basking in glory.

That's dumb.

Who wants to climb a mountain alone?! I saw *Wild* and to that I say "*No, thank you*". Let your friends volunteer. Let your parents watch the kids. Let your roommate hold the camera. Let your assistant take on more responsibility. Let your spouse take on all of the housework for a while.

If you don't, you will reach max capacity and choke out all the growth and momentum you've got going. Don't do this to yourself and your dream!

Your exercise here is to find a like-minded group if you don't have one. If you do have an accountability buddy but no structure, *make a regular schedule* for coffees or Skyping. Make sure you're asking for and accepting help when you need it!

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Do It Before You're Ready

Do what before you're ready, you ask? Imma tell ya.

Launch.

Stop researching and pull the trigger already! Take step one toward that new idea, strategy, content series, etc! No more talking about it or working around it - it's time to DO.

Create Systems and Processes.

Sure, it's just you now, but you want to grow which means you'll have others working with you and they can't read your mind. They also can't find files named *lastversionorelseimgoingtokillsomeone.pdf*.

Start to create checklists and reminder documents that you can use later for your first volunteers, interns or virtual assistants. Once you make checklists, you'll start to see areas that you can automate. Bite the bullet and buy the software that will streamline some of your repeated tasks. It may feel a little bit scary, but it will feel a whole lotta great to get rid of those tiny details in your brain!

Hire.

You have to prepare for growth. Get a virtual assistant before you're truly sure you need one.

Or get a housekeeper or personal assistant to help with the non-business aspects of building your brand.

That one thing you know you need to do.

I'm sure there are areas right now that you can pinpoint - where you're holding off because the conditions aren't perfect. You don't feel ready.

I've learned in my interviewing and research that while some people were actually ready before launching or hiring or trying something new - they'd saved money or done tons of research, etc - **almost none of them *felt* ready.**

Exercise: If you've been holding off, time to either hit publish or go on the record and set a very public launch date, etc. Push yourself to do what you know you need to do - no one ever feels 100 percent ready!

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Love It and Live It

Massively successful people are deeply in love with their work, their work is integrated into their entire life, and their life is tied to a higher purpose.

Eventually the desire for more money and a higher standard of living will wear off, especially once you start achieving those goals. To see epic dreams come true, you need to really love, not the benefit or destination (lifestyle upgrades, fame, photos of said upgrades on Instagram), but love *the journey itself*. The dream keeps you up at night. It's hard for you not to bring it up in conversations. You truly live what you preach day in and day out.

If you're preaching a "laptop lifestyle" but you work 80 hours a week at your home office, that's not living it. If health is a big part of your messaging, but you personally don't eat clean and exercise. If you're posting pics of you at a "speaking gig" that was actually you doing announcements at church. If you are projecting a persona in your personal brand that doesn't match your day-to-day personality, you'll get exhausted because of the disconnect.

If you're not living and loving the journey to achieving your dreams right now, *that doesn't mean you should give up*. It means you may need to make some course corrections. You probably already feel this in your soul.

If there's disconnect, do some soul searching.

Maybe you need to change the end goal a little bit. Maybe you need to change your methods and commitments in order to put your family first, if family is the WHY behind your goals. Maybe you need to find a bigger why that goes beyond just you and your dream, for example, leading the way for others or creating a product that makes the world a better place.

8

Keep Learning

I almost don't want to put this one in here, but it's definitely a common trait among my most successful guests. They are avid readers and researchers. It's true.

But many of them were building their businesses 10+ years ago. They read *the best* paper books and paid to go to *a few* high level conferences. They didn't have a million free trainings, e-books, conferences and summits at their disposal. They would focus and read books on specific topics and *apply* what they'd learned as quickly as possible.

Today, we have so much information and so many learning opportunities, I feel like I almost need to tell aspiring hustlers to STOP learning! I want to invent a "No Ads for How I Made Six Figures Webinars" filter for Facebook and Twitter and Instagram and secretly install it on all of our profiles!

So what *do* we do? I think we put our head down, and we work, but we simply refuse to a) be stumped or b) get comfortable and c) use learning as a means for procrastination.

A - You cannot let lack of knowledge hold you back, there's just no excuse. If you are up against a tight deadline and your web guy is not calling you back - after you spend a few minutes throwing things and yelling expletives about plugins and why can't things just work?! - it's time to pull an all-nighter watching YouTube tutorials to fix your problem.

B - If you are coasting along without conflict, you need to realize that growth requires friction. No friction, no growth. No growth, and you die.

Whoa, things got dramatic there for a second.

Seriously, though, without continual growth your younger, hungrier competitors will start to take the lead.

Friction doesn't mean constant stress, it just means there's discomfort. You're not complacent and comfortable. You can be content, but you realize the journey never ends. There are no finish lines or big breaks, just continual learning and growth.

C - Have someone hold you accountable on the amount of consuming you do versus creation. Give yourself weekly or monthly check-ins about how much time you spend watching free trainings or reading free case studies.

Also, realizing that your time is precious, decide to **get very choosy** about what you read, watch and attend. Just because a free training has pretty photos and a great promise doesn't mean it's worth your time this week. Often we can start a training on list-building, for example, and suddenly find ourselves hours later, watching a training on sales pages. One, important, timely thing at a time! Only read the best books. Only watch the highest rated free trainings. Only attend the meetings that have a real, measurable return on your investment.

Lastly, as it pertains to constant growth - ask yourself, am I investing in me? Am I investing in my knowledge of the industry and the trends? Am I investing in my personal development as a leader, communicator, human being?

Exercise: When evaluating your time, make sure that you ARE giving yourself time for learning. If there are places where you are waiting on someone else for an answer, ask yourself if you can get knowledgeable and solve it yourself in a faster, better way. And finally, ask yourself, of the training and reading and networking I am doing - is it all worth it? Is it all high-quality? What should I cut or replace?

9

Prioritize & Maximize

Guys. Successful people don't mess around.

Their time is gold and they treat it as such. I have emphasized the need to prioritize already in this guide because it applies in so many areas. Cut as much as you can and focus on the top priorities! Decide on your top priorities overall, and then your top focuses for a month or quarter and then:

- Cut marketing methods that aren't working.
- Cut products and services that aren't selling well.

- Cut habits that aren't serving you.
- Cut time with toxic people.
- Cut out as many tedious business tasks and household chores as you can afford.
- Cut errands and repeated tasks.
- Cut back on binge watching, binge listening, binge shopping, binge eating or drinking.

Cut! Cut! Cut! That's your first exercise.

The second is to **maximize**. Pretend for a moment that you are going out of town a week from today and there will be no way to work while you're gone. How would you structure this week? What would you do differently?

You'd become a crazy productivity ninja, that's what you'd do.

Time waiting in line can be used for calling clients, answering emails. Commutes can be spent listening to niche podcasts that address specific problems you currently need to solve. While videos export and upload you can write out a mind map for your latest new idea.

Tony Robbins calls this NET - No Extra Time. Obviously you need to relax at the end of a day - but relax *after a day well-spent*. Look for pockets where you find yourself mindlessly scrolling on social media and replace that with something more valuable.

These pockets of time are always there we just forget to maximize them. You'll be amazed at what you can accomplish when you do this every day!

Extra note when it comes to high achievers and their productivity - we're talking about some seriously resourceful dudes and dudettes.

Guys, we have *got* to get creative and do what we can, where we are, with what we have, every day.

This means no lamenting about what we don't have yet - or how far along someone else is. This means figuring out work arounds and temporary bandaids when necessary. This means using what could be perceived as a disadvantage as an advantage.

An **exercise** for increasing your innovation, creativity and resourcefulness is to solve problems - which means you don't give up when things get hard - without purchasing anything. Don't buy new equipment or a course on how to do something, at least not

right away. What can you borrow? Who do you know that could help you? Can you reallocate funds or energy or manpower from one area to another to solve this problem? When you start to think like MacGyver in every situation, you flex your creativity money AND you save yourself a lot of money!

10

Build Relationships & Community

This is another two part-er.

First, you must, above all else, as if your very dream depends on it, **build an email list of subscribers who have “opted-in”** to whatever good mojo you’ve got going on. This applies to ALL types of brands, businesses, at any stage, even pre-launch!

Remember, when you focus on your audience, and you attach your mission and message to something larger than just yourself, people will be attracted to what you’re doing. Cultivate your following by reading and responding to every single message you can, publishing content for them consistently, featuring members of your tribe on your platform, and encouraging them to talk to one another. Spark community conversations using Facebook groups, weekly livestreams, contests, giveaways, hashtags, etc.

I’ll admit it’s easy to get caught up in numbers of followers, likes, comments, and shares. I just continually remind myself, instead of looking out the proverbial hallway to all the passers by - focus on the people who are already in the room with you, staring at you, clapping for you, waiting to hear what you have to say! That’s a powerful metaphor right there because if you are not engaged, guess what, those people are out like a light. There you are, alone, in a dark room. Lamé!

The second is to build strategic relationships.

Yes, this can mean influencers. Yes, this can mean mentors. But you can often get way more value from partnerships with like-minded local businesses, or by joining mastermind or peer groups. Think about those creators who are always collaborating on launches and doing events together and seem like they are all best friends. Many of them met in mastermind groups years ago, and all grew alongside each other.

My biggest piece of advice here is to **ask**. You never know who else is looking for a strategic partner to do a seasonal promotion, or to do joint webinars, or content collaborations, and more.

Bonus Tip! Double Down

This is one key ingredient in my personal secret sauce. I find that other entrepreneurs and artists work *so hard* to land an opportunity and get to the next level...and that's it. They stay there.

I am constantly looking for ways to double down on what's working so that I can go further, faster. That's how I jumped to celebrity guests so fast. I started local, but didn't stay there long. I squeeze all the juice out of every opportunity with photos, videos, testimonials, screen shots, etc.

For example, if you work really hard to go from local clients to regional clients - or from local speaking gigs to regional, small website guest post to larger site, etc - and you finally get a regional gig - use it to go national!

Take that regional client, overdeliver and crush it, and then ask for a testimonial and start pitching the next level. At that regional speaking gig with a bigger audience, hire a photographer to take photos, kill it on stage, and get a ton of testimonials from the audience and the event planners, and create a new pitch for national gigs. Over and over again I see hustlers get busy and comfortable and just stay on one level for way too long. You may not be totally ready for the next level, but remember you'll probably never feel ready. Jump sooner rather than later.

Exercise: Ask yourself what you have in place that you could use to level up? How can you turn one win into multiple wins? Take inventory of high-profile referrals, recently published articles, recent successful events, an upcoming opportunity that you could get photos, videos and testimonials from, etc!

What other hacks and tactics have you found helpful as you pursue your big crazy dreams? I'd love to know, give me shout on **Facebook** (facebook.com/kelseyhumphreys) or **Instagram** (instagram.com/kelseyhumphreystv)!

*Are you in the trenches, pursuing your dream business, brand, or career?
I'm right there with you, I'm rooting for you - I'm rooting for us!*

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