



by

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Seven Figure Secrets

Hard won lessons and wisdom from building to seven figures

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Introduction

Most people believe that making a million dollars in a year would change their life in drastic ways. The truth is, it probably won't. What it will do is fundamentally shift how you operate. You'll learn preservation. You'll have more freedom. Creating real relationships becomes easier because you're not desperate. You aren't limited by which tools you have at your disposal anymore. You can say yes to opportunities that matter. There's a catch. The moment you're making real money, the people you deal with are the type of companies and individuals who charge more. Money disappears quicker. You carry much more expenses. But it's worth it, because you finally feel the freedom of bringing your ideas and projects to life without as many constraints.

What I'm sharing in these notes comes from my own path to a million dollars in revenue, but also from what I've seen and learned from my peers, clients, business meetings, mentors, coaches, employees, and friends. My hope is that you don't just read these principles. I need you to install these principles and values into your internal operating system. Not just recognize them as true, but genuinely believe in them. And then, starting today, make changes based on that belief. I know with complete certainty that these are the pieces that create success.

THE FOUNDATION

People making a million dollars are following a specific set of rules. Genius doesn't matter. Luck doesn't matter. It's about executing a playbook that compounds over time.

Ship Early, Ship Fast, Ship Often

The market rewards iteration, not perfection. Someone shipping a rough version today beats someone shipping the perfect version in six months. Today, efficiency and speed are desirable.

If you can't ship quickly then communicate often. Update your clients or customers about where you are in the process, ask for their feedback or better yet, send them a video of you working on it explain your thought process behind some of the work you are doing for them.

Real feedback teaches you more than hypothetical conversations. Your customers will tell you what matters and what doesn't. Your job is getting your work in front of them fast enough to hear it.

You ship ten times, you get feedback and improve ten times. Someone else is still planning. Who wins in a year?

Be Proactive, Not Reactive

Most people live in reaction mode. Something happens and they respond. They wait for the market to move, they wait for an opportunity, they wait for someone to call, they wait to see what others are doing that works. Then they scramble.

Humans by our social nature are going to be followers by default, their gut will not tell them something is safe unless they see many other people doing it. Think about AI? Most were resistant until those who weren't using it fell behind, then they got on board. Now, they will be perpetually playing keep up.

The people making real money aren't waiting. They're moving first. They're calling people before people call them. They're creating situations instead of responding to them. They're setting the pace instead of following it.

Reactive is exhausting. You're always behind, always stressed, always in defense mode. You're solving problems that could've been prevented. Proactive is powerful. Be ahead of the curve and spend time creating the conditions you want to work in.

This isn't about luck. It's about who's willing to move first. Call the prospect instead of waiting for the inbound. Reach out to the person you want to partner with instead of hoping they find you.

Solve the problem before it becomes a crisis. Ship the product before it's perfect. Being proactive means you're driving the narrative instead of reacting to someone else's. You control your calendar instead of letting meetings control you. You're shaping the market instead of responding to it which is a really phenomenal place to be.

The gap between people making a million and people making nothing is mostly this: one group is proactive, the other is reactive.

Prioritize Relationships Above Everything

Revenue comes from people. Not algorithms, not luck, not a product having a slightly better product. It comes from people. People do business with people they like, trust, and feel connected to. That's how humans work. It's limbic responses that drive decision making, and humans make emotional decisions more readily when working with other humans. That's why mentorship works so well.

Build relationships before you need them. Call people who matter. Show up and make introductions. Be useful to people first, before you ever ask for anything in return. The highest earners aren't necessarily the smartest. They're just the most connected and willing to give first.

If you know me and see what it is that I do online and in my free time, you'll see how much of it is giving, supporting, and befriending others.

Serve Others Relentlessly

Service is the most practical business strategy available. It's not soft. When you operate from genuine service, you can't lose. You stop calculating angles and finding out how to make people want what you offer and start solving actual problems. Stop positioning yourself to be attractive and start helping people. It always comes back around.

The person you helped when they couldn't do anything for you becomes your biggest referral source. The client you went to war for becomes your chief evangelist. Sometimes, a team member you invested in becomes the foundation of your next level, which has happened in my company many times. The relationship built with no expectation of return becomes the most valuable one you have.

You can't do this with the expectation of return. You have to genuinely want to help. But when you do, the universe has a weird way of taking care of people who take care of others first. Be a servant leader, and the money follows.

Give People Access to You

Premium beats commodity when you're accessible. Most people make themselves hard to reach thinking it protects them or makes them more valuable. It does the opposite. Be available. Answer emails. Take calls. Show up. When someone meets you, they should feel like you're genuinely interested and willing to help.

People pay a premium for access to someone who actually shows up and actually cares. Not only for what you know, but because you deploy that knowledge on their behalf.

This will get even more valuable if you study my resources on how to create authority for yourself. But for now, just try to emotionally and mentally be gracious of others. Always aim to be slow to be annoyed and quick to see the best in them and provide genuine valuable help.

Understand Non-Verbals

Everything is a non-verbal. From the moment somebody steps foot in your office parking lot to the signature in the email they get from you, every single thing is communicating something about who you are.

Your clients are reading all of it and evaluating your value subconsciously before you speak your first word. Many deals are lost BEFORE they even see YOU in person or on video call.

How clean is your parking lot? How wide are the parking spots? Are they comfortable when they pull in? Does your receptionist stand when greeting them? Do they give their full, undivided attention? Are they offered something to drink, something to make them comfortable?

Every little bit of the experience of working with you, even the marketing they see before they ever reach out, is all part of non-verbals. And non-verbals will do more for the limbic system than almost anything you can say. Words are cheap. Behavior is real and felt. If we think like an ethologist, we can see that humans evolved to sense value in others before we evolved to speak. Focusing on non-verbals is one of the greatest ways to be exceptional. If you do not invest time in non-verbals and how you manicure those, then you will be average at best. If you want to be average, why waste your time reading what I've written.

This tip alone will do a lot of heavy lifting in converting skeptical people into excited buyers and partners.

Note: If you an employee is of poor appearance or etiquette, you need to know this: it's not your employees' fault. It's your fault. You're the business owner. Non-verbals are completely and utterly your domain. If your team isn't executing them, it's because you didn't train them. You didn't set the standard. You didn't show them what matters. I've had to fire one of the best business managers I've ever had because he just couldn't ever get his appearance together. I took him to buy new clothes, helped him look his best for meetings with clients. But ultimately, he didn't see the importance. He

was let go swiftly. That costed me over a quarter million dollars in revenue but once I replaced someone in his role with someone who treated appearances respectfully of my company, we quickly replaced the lost income, and far exceeded it.

To be successful, you have to be considering non-verbals in everything that you do. Your office, your website, your emails, how you answer the phone, how you show up to a meeting. All of it. That's what separates people making real money from people grinding forever without getting anywhere.

Talk to People Like They're Your Family

Corporate speak kills sales. Stop talking to clients like they're corporate machines. Stop using corporate language. Stop hedging. Stop being formal. Talk to them like you'd talk to your brother or sister. Be direct and real. Use contractions. Use humor. Be yourself.

This is so important that I have an entire presentation that I give to executive leaders about JUST THIS TOPIC. I assume that you do find what you do for work important. I also assume your family is very important. So why do you talk to your wife or daughter about very important life decisions in a different way than you talk to a client or coworker about very important decisions?

The top earners in sales aren't the ones who sound most professional. They're the ones who sound most human, the ones you actually want to spend time with.

Your clients already know you're trying to make a sale. They don't need you to pretend that's not happening by dressing it up in corporate language. They need a real person who genuinely believes in what they're doing and wants to help.

Talk like you mean it. Watch how the dynamic changes. Thank me later.

Don't Be Afraid to Look Bad or Crazy

Most people try to appeal to everyone, sand down their edges, play it safe. That's a losing strategy. You want people to either absolutely love you or absolutely hate you. Both are great for your bank account. Indifference is what kills revenue.

People who love you will go to war for you. They'll refer you. They'll pay extra. They'll stick around when things are hard. People who hate you will talk about you just as much. They'll create memorable conversations about why you're not their person.

People who hate you inadvertently become your best marketers. Think about Joe Rogan and how many times the news has called him out for something that we can barely remember but we do remember them talking about him. People who dislike you strong enough to talk about you are in most cases benefiting you unless there is a true legal, or physical threat present, you should welcome this. The most money I've made in my career as a consultant for entertainers came about during periods when people were vocal about disliking something I created or said. They were so indiscriminately linked that I would call my team when I would see posts or comments surface sharing negativity about me to alert them that we had to prepare for a large influx of inquiries and sales.

The people in the middle, the ones who think you're fine or okay, won't do anything for you. They won't remember you. They won't refer you. They won't pay extra.

Double down on who you actually are. Be bold about what you believe. Be weird about your obsessions. Let your personality show. The right people move toward you and the wrong people move away. That's exactly what you want. You waste less time this way.

Money follows conviction. It follows personality. It follows people who aren't afraid to be themselves. Please remember this.

Understand Exactly How Valuable What You Do Really Is

You're undercharging. Not just a little. You're likely leaving ten times the money on the table right now, and you don't even realize it. Even after reading this you aren't going to change that. Why? Because you don't believe it. So let me help you with this.

Most people don't know their work's actual worth because they've never tested it. They guess based on what competitors charge or what seems reasonable. They look at their costs and add a markup. They think about what's fair. None of that has anything to do with actual value.

The market doesn't care about fairness. The market doesn't care about your costs or your hours. The market only cares about one thing: what will someone pay to have this problem solved? What would

they spend to avoid it?

A friend of mine working in a similar business once told me to think about what it would cost if the king of England reached out and said that they wanted me specifically to work for them on a project and they had an unlimited budget. What would I likely charge them knowing that I didn't have to win them over? If you're a genuine thoughtful person, you're likely not going to ask for an amount that is wholly and fully unjustified. So whatever that number is how much your ACTUAL price is. Everything else is discounted.

Here's what most people miss: if you're getting steady work, if people keep calling you, if you have a waiting list or you're turning down business, you're charging too little. The fact that you're busy doesn't mean you're charging the right amount. It means you could raise your price ten times and still be frequently employed.

Whether you're a magician, or a prompt engineer, a designer, you're likely undercharging. You can make \$100k easily, from one performance for the right people. One well designed AI prompt could net you millions. A great campaign centered around an incredible product package or design asset could be worth tens of millions. So why are you not making that? Because you falsely believe you aren't the level of quality that commands this. But you have a 1:1 point of view, experience, and set of knowledge. 1:1 is incredibly valuable.

So understand this, if you charge what you're worth, you'd just have fewer clients paying significantly more.

Think about what your best client would pay to solve their problem if their business depended on it. Not what they want to pay. What they would actually spend. What they'd consider a bargain at. Charge closer to that. Not some hypothetical discount version. Charge for the actual value you're delivering.

You have permission to do this. You have permission to look at the market and say, 'I'm worth significantly more than this.' The people who are making real money aren't the ones who undercharged and grew slowly. They're the ones who figured out their actual value and priced into it early. They stopped serving every customer and started serving the right ones.

Be more considerate of yourself and your time.

Nobody Is More Competent Than You

Everyone has the same access you do. Same internet. Same ability to learn. Same YouTube, books, ability to call people and ask questions. The difference between people making a million dollars and people making nothing isn't smarter or more talented. It's that one group acts and the other thinks about acting.

I have sat in with meetings of presidents and owners of multibillion dollar companies. Guess what? Some of them were incredibly unremarkable. Just truly unintelligent, unimpressive people. Shocking, right? It shouldn't be. They are people just like you and me.

Here's a story to help you understand this: back in the 1960's Victor Marchetti was earning about \$30,000 (top end) before deciding to bring an idea to put microphones inside of cats and let them wander near embassies to collect information about foreign affairs. The project costed the government \$20 million dollars. They implanted cat, let it out nearby an important meeting and it immediately was hit by taxi. After subsequent attempts, the US government determined that the cat wanted to do what the cat wanted to do, and was too easily distracted by birds and other nearby stimuli. But someone with the guts to ask for it, got \$20 million dollars in the 1960's for this ideas.

All this to say, you have permission to claim your expertise. You have permission to charge for it. You have permission to compete. Everyone else in your space started exactly where you are.

Focus Is a Muscle You Have to Exercise

Your attention is your most valuable resource. You're probably giving it away to everything. The more you use focus on a single thing, the better you get at it. This isn't productivity advice. It's about becoming exceptional at one thing instead of mediocre at many.

Pick your obsession. Protect your time on it. Say no to things that don't matter. This is the only way to scale from startup to dominance. People making real money aren't scattered. They're relentless about their focus.

If something isn't within your zone of obsession, delegate it. That can be to AI, to a new hire, to an existing employee, it can be outsourced entirely.

Relentlessly Focus on the Big Picture

It's easy to get lost in the daily grind. Emails, meetings, small decisions that feel important in the moment. None of it matters if you're not moving toward the vision.

The people making real money aren't optimizing for tasks. They're optimizing for outcomes that move the needle on what actually matters. They know where they're headed and they're ruthless about whether something gets them closer or further away. This isn't about ignoring the details. It's about making sure the details point in the right direction. A perfectly executed plan toward the wrong destination gets you nowhere.

Every week, every month, every quarter, step back and look at the full landscape. Is this moving you toward the million? Is this building the business you actually want? If the answer is no, stop doing it. No matter how productive it feels.

The small stuff will always feel urgent. Your job is keeping your eye on what's actually important.

Build in Collaborative Environments

The fastest success doesn't happen alone. It happens in rooms with people who push you, challenge you, and hold you accountable. When you're working alongside people who are also serious about winning, something shifts.

You stop making excuses. You can't. They're watching. More importantly, you're inspired by their momentum.

Collaborative environments create velocity that solo work can't match. Ideas get sharper through conversation. Problems get solved faster with multiple perspectives. Execution accelerates because you're pulling each other forward.

Find your people. The ones who aren't threatened by your ambition but who feed off it. Build with them. Work near them. Create spaces where collaboration is the default, not the exception.

This doesn't mean you need a massive team. It means you need the right people in the room with you, working toward something real together.

How You Do Anything Is How You Do Everything

The way you handle a small task is how you'll handle a big opportunity. The way you respond to an email is practice for a major client relationship. The way you treat someone who can't do anything for you is how you actually treat people. Your standards don't change based on who's watching or what's at stake. That consistency builds real reputation and lets you scale without your culture falling apart.

If you're sloppy with small things, you'll be sloppy with big things. If you're detail-oriented with everything, you're building a machine that works at every level.

The highest earners aren't the ones cutting corners when nobody's looking. They're the ones whose standards never change. I urge you to reconsider any potential hires or partnerships with people who fail at small tasks consistently or don't live up to your standards in unrelated areas because those were almost certainly bleed over to the work that they will do for you.

Master the Liminal Space

Liminal space. These are transition periods. The in-between moments where nothing feels solid and you're not sure what comes next. Most people hate these moments and try to rush through them. That's a mistake.

These are actually your most powerful moments. They're the space where old patterns break and new ones form, where life can actually reorganize around what you're building. Stillness is a weapon. Not frantic activity. Not constant searching. Stillness. The ability to sit with uncertainty without needing to control it or fill it.

It's uncomfortable, especially when you're not where you want to be or you feel like you're being unproductive. You have to allow these moments in your life when they arise and lean into the discomfort. The greatest pivots in your life will come from separation of a routine you once held close as they provide a new refreshed perspective.

When you're between projects, between opportunities, between versions of yourself, don't panic. Don't over-search for the next thing. Don't desperate-grab at anything that looks like progress. Instead, be still. Be present. Let the space exist.

Over-controlling the empty space is what destroys the path that's meant for you. When you're constantly grasping, constantly managing, constantly forcing, you're closing off the openings that would naturally come. You're narrowing your own options by refusing to trust the moment.

The transitions are where life anchors your future for you. If you can be still enough to notice what's actually trying to emerge, if you can resist the urge to fill every gap, you'll find that the next chapter was already being written. You just had to get quiet enough to see it.

Stay in Your Zone of Obsession

You should be thinking about your business while brushing your teeth. You should be having shower thoughts about it and not able to stop thinking about it not because you are under pressure but because it you pursue it like a lover that you can't take your mind off of.

You should genuinely be excited to work on it because you can't stop thinking about it. This isn't about grinding to burnout. It's about working on something you're actually obsessed with. That's how you know you'll be a high earner. All of us have something we obsess over. Find a way to earn from it.

The people making a million in revenue are usually the ones who'd build their thing anyway, with or without permission or funding. They're obsessed. They'd do it for free but decided to monetize it or something lined up that created an opportunity to fund it.

Find what you'd do for free because you enjoy it and figure out how to get paid for it.

Be the Person People Call When They Need Anything

This is the highest position in any market. Be the person who figures it out. The person with connections. The person who can make things happen.

Not someone with a narrow skill, but someone with access to whoever can solve it. When someone has a problem, they call you because they know you'll either solve it or know exactly who to connect them with. To this day, I'm the friend people call when they need a reservation at a restaurant in

Miami, or they need an introduction to somebody in the defense space, perhaps they need a relationship with a theater director, or they need someone to fund their upcoming project. Being a problem solver or at the minimum a connector is INCREDIBLY valuable.

People pay significant premiums for that because you're not just solving their current problem. You're giving them access to a network and a way of thinking that makes problems solvable. By working with you, they are acquiring authority just by associating with you.

This is easy to do just by striking up conversations more. Aim to be out in public and meet people or working groups where you genuinely attempt to move the conversation beyond just an exchange of emails. Keep in touch with people and regularly check in with them, your network can grow so large and become so well maintained in just a few months of cognizant work on it.

Move Others to Think Bigger

When someone reaches out asking for a specific solution, they're almost always underestimating what they actually need. They come asking for X, but the real problem is X plus Y plus Z. If you only do X, they're back in six months with a new problem that was always connected.

This is what boosted my income the most when I was performing as a Mentalist I would have clients hire me specifically to do a performance for a client appreciation. If you look at this, it's because they want to make their clients feel good for working for them. Show them that they're different and they appreciated that they continue doing business with them. It didn't have to stop at my show. You can arrange dinners with private shows for their top 5 global clients. You can offer to invite their best clients to one of your shows in an upscale speakeasy.

The bassist of the band Bad Company, Paul Cullen, is a friend of mine. He takes his clients multiple times a year on a private jet, cooks for them on the plane, and then shows them the best spots around the country all as a thank you. Many times we've spoken about how I can serve him in making his clients feel appreciated.

There is so much more you can do for people as long as they trust that your ideas get results. To do this, you simply need to try, learn, and implement what you learn over and over again.

Your job is showing them the full path to solve their actual problem not just the surface thing. Make them think bigger about what's possible. Because with you on their corner, it is VERY possible.

Do this right and two things happen. They pay significantly more because they're buying the real solution, not a band aid. They trust you more because you understand their situation better than they do since you've likely dealt with in many more time than they have. Relationships matter more than transactions because you're not giving what they asked for. You're giving what they actually need.

Gain Leverage in Everything You Do

Leverage is what turns effort into real income. You get it through systems, products, team members, your network, your reputation, your access.

The goal isn't working harder. It's creating situations where your effort grows beyond the hours you put in. One person can't make a million dollars on their own hours. You need leverage. That's building things that work without you in the room, team members multiplying your impact, products that scale beyond direct service.

Start with what you have then find ways to optimize it, add leverage, rinse and repeat.

Hire Away From the Job Market

People actively looking for work are usually looking for a reason. Often that reason is they weren't great at their last job. The person happily crushing it at another company is who you want. Find them and pursue them directly. Make them an offer they can't refuse because they're not looking. Yes, it's harder. Yes, it costs more. But you're getting someone proven at a high level. You're not gambling.

The best hires I've made came from calling someone exceptional and asking: 'What would it take to get you on my team?' Not from posting a job offer. You can do this and sometimes get lucky, but most of the time you are just finding people who were bottom of the barrel.

Only Hire People More Competent Than You

If you're training someone how to do their job, they're a bad hire. The person you bring on should be teaching you things. They should walk in with skills and knowledge you don't have. They should make you better just by being on the team.

Your hiring bar gets higher as you grow. You're not building a company of people you trained, that's draining, time consuming, and frustrating. You need to instead be building a team of people who are individually better than you at their specific domain. That's the best way to scale without becoming a bottleneck.

If you find yourself repeatedly explaining how things work to someone, you made a mistake. Fix it. Life's too short and business moves too fast for on-the-job training to be a part of your life.

Create Alignment With Your Team, Not Just Job Descriptions

Most businesses fail at scale because hiring stops meaning something. People will stay and do their best work because they feel aligned with what you're building and because the work matters. They stay because they have access to you and they know you genuinely care about them winning.

It's not about the product or service. Never was. It's about being part of something real with people they respect and look up to.

Build that intentionally. Not through corporate email. You need to make actual relationships. Show your team you care about their growth. Make decisions together. Give them real stake in what's being built.

Something I have been red in the face from saying to leadership teams is 'FLATTEN THE HIERARCHY!!' That means give people on the bottom direct access to the top. It's a lot of work sometimes but it will give those people a much more inspiring, and fulfilling workplace.

You Can Deliver Anything

What stops most people from taking bigger opportunities is that they don't know how to do it yet. That's not a real constraint. I'm actually upset you ever even have had those thoughts. There are

millions of people happy to take your call. People who've solved the exact problem you're looking at. People who'd be genuinely excited to work on your project or show you how it's done. If you feel like you don't know how to do something and that's stopping you from taking a job, pick up the phone. Call someone who's done it, hire someone who knows or create a relationship with someone who can show you the way.

Your ability to deliver isn't limited by your current skill set. It's limited by your willingness to pick up the phone and build relationships with people who have what you need. The person you call will almost always be flattered. They'll almost always help. This is how you take on bigger projects. You deliver the first one by surrounding yourself with people who know how, then you learn in the process. The next one gets easier.

The first time I made \$20k in a single hour long session of work, I was so terrified I paid half of it to fly in someone I had long looked up to and let him lead the project while I watched and played the back-up role. After I saw how easy it was and that I was more than capable of providing that same level of service or greater, I never needed to split that money with anyone else ever again!

Being a Customer Creates Access

If you respect someone or want access to them, become their customer. Not as a transaction, but as a genuine customer actually buying what they're selling and doing it right. Pay them. Use their product or service. Be a good customer. If you can leave reviews, give them feedback, comment on their posts regularly. This creates a relationship fundamentally different from cold outreach or asking for a favor.

There are people who have sent me direct messages on social media, commented on my posts, or written me emails supporting my projects so frequently that even though they may not know how aware I am of them and what they are up to, I am. And if they asked me for something, they'd be approaching a fairly warm lead at this point.

But, a customer who's actually buying creates infinitely more access than someone asking for an introduction. You're voting with your wallet. You're demonstrating that you believe in what they're doing. If there's someone you want a real relationship with, the fastest path is often becoming their customer first. Do business with them. Be excellent to work with. Be someone they enjoy having as a customer. I tried to serve my customers the best I can and so if someone buys anything from me, I'm very quick to try to serve them however I can. Sometimes it's been a request for an introduction or for

me to sit in on a meeting or for me sometimes even to donate money for a new project they've recently been involved in. I'm much more likely to say yes when they've paid my asking price before and I know they value my work.

The Real Rule Underneath All of This

Understand how people actually work, then be genuinely yourself within that understanding. That's the real rule. Everything else flows from that. You've read about non-verbals because the limbic system doesn't care what you say. It cares about how you make people feel.

You've read about authenticity because people trust realness over polish. That's why UGC is king right now. Because it's perceived as real.

The people making a million dollars aren't running elaborate schemes or hiding behind corporate speak. They're the ones who understand that every interaction, from your parking lot to how your receptionist treats someone, from how you email to whether you actually call people back, communicates truth about who you are and what you value. And instead of being stressed about that, they lean into it. They make their non-verbals so clean and so aligned with their words that people feel the coherence and just know you're gonna be able to do a lot for them.

They hire people better than themselves because they're not threatened by excellence, they're inspired by it. They stay obsessed with one thing because they know compounding work beats scattered energy any day of the week. They focus on the big picture because they're not running a task list, they're building something worth making sacrifices for. They build with the right people because they know high velocity comes from alignment, not random effort. They're still during transitions because they trust that the right things will emerge when you stop grasping at every little 'I should have done this' or 'I should probably do that.'

The rule isn't complicated. It's just this: Know how humans actually work, how they read signals, what moves their emotions, what makes them trust, what makes them want to follow you. Then operate with complete honesty within that knowledge. Be yourself, but intentionally. Be consistent, but authentically. Build with good people. Serve others first. Stay focused. The money follows consistency, authenticity, and genuine love for your solutions.

A million dollars isn't proof you've won some game, in fact you will barely even be getting started at that point. It's really just proof that you've built something real that people value enough to pay for. It's proof you understand people, treat them right, and deliver what matters.

