

In Enjoy Success Today, Jared James shows you, not only how to start and grow a business in any economic climate, but also how to achieve balance and experience a successful home life as well.

Enjoy Success Today: How To Start and Build A Thriving Business... and Still Have A Life!

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Enjoy Success Today

**How to Start and Build
a Thriving Business...
and Still Have a Life!**

Jared James

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Introduction

It is not uncommon for someone to stop me and ask, “To what do you attribute your success” or “What are you doing differently?” If I have a lot to do or am short on time, I will simply answer by saying that I guess I am just lucky. The truth is, I don’t really believe that one person is luckier than another. I believe that people create their own luck or, more accurately, when opportunities come their way some people are better prepared for them and are better able to convert them into success. Other people have plenty of opportunities, but it is what people do with their opportunities and how well they are prepared for them that really matters. That, in a nutshell, is what this book will be about. I will answer the question, “What do you do differently?” once and for all.

Why do people ask me about my success? Because, before I turned 27, I ran one of the top two real estate teams in the state of Connecticut and built a real estate business that did over \$30,000,000 in sales volume. I also run a company called Jared James Enterprises and travel around the country speaking to Realtors and showing them how to be successful in any economic climate. I have even been honored by *Realtor Magazine* in their annual 30 under 30 issue, which highlights 30 people in real estate in America under the age of 30.

If you are taking the time to read this book, you are already light years ahead of your peers. You would be amazed at how many people become parents and never read about parenting or go on vacation and never research their destinations. The same principle applies to being in business. I have always

thought that a lot of my success happened so quickly because, in my head, I was already there. I mean that, while in the beginning I didn't have any experience negotiating or making tough decisions, I had read about many successful people doing so, and I played out their actions and analyzed their decisions in my head to see what I would have done. When I was facing similar situations in real life, I felt like an old pro.

Over the years, many people have told me they were surprised by my age when they met me in person after doing business with me over the phone. They expected someone older. I attribute this to my business approach. I never acted like a rookie because I didn't feel like a rookie. My rookie years were played in the stadium of my own head, something I would recommend to all readers of this book. Learn to play things out in your head accurately. To do this, you have to understand personalities and human nature. You have to develop your skills and perceptions. But most importantly, you have to understand yourself (a whole other book altogether).

In the beginning, I really struggled with the idea of writing a book on the topic of success. There are so many books available already, so I wondered "What's the point?" Then I realized that my book would be written by someone who has already had great career success, but who does not fit the profile of the white-haired, mid-50s, male author. I respect those authors, and I'll be one of them one day, but that is not my story now. All of the successes and failures I'll write about in this book happened before the age of 30.

I want to help others understand how I achieved my success and how they, too, can be successful. In Part One of this book, I'll talk about how to start building your future now, in both

your business and personal lives. I can remember being a student and being more interested in getting ahead than in partying. While others were still wondering what to do with their lives, I was planning the next steps in my own life. When you realize that the people around you all want to be successful, but rarely do what is required, you will realize that by simply doing what is required to be successful you will separate yourself from the pack. Being successful does not require a genius-level IQ or a Harvard MBA. These can help, but with the right mindset, attitude, training, and skill set, just about anyone can achieve success.

One of the important points I always try to drive home is that business and personal success are not separate matters. Projecting one means projecting the other and creating balance in your whole life. I'll use the word 'balance' throughout this book. If you go too far one way or the other, whether toward business or personal, your life will be out of balance and will ultimately contradict the idea of success. My business successes mean nothing to me if I do not enjoy going home and sharing my successes with my family. My personal successes are limited if I have a constant feeling of anxiety about how to provide for the people that I love so much.

Success starts when people accurately assess where they are in their lives, recognize what their strengths and weaknesses

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are, figure out what they love to do, and then take this assessment and turn it into a successful lifestyle. I know that everyone has a role in life, a purpose. Some are called to be leaders and some are called to be followers. Without the followers, there would be no leaders, because there'd be no one to lead if no one is following. This same principle applies to business. Some are great entrepreneurs and are called to work for themselves; others are great associates and find their role in working for someone else's business. Figuring out what you are will save you a lot of stress, and most importantly in my mind, it will save you a lot of time.

In Part Two, I talk about the skills and attitudes needed for success. There is no doubt that having passion can get you somewhere, but only so far. At some point, you have to develop the skills needed not only to compete with your competition, but win against your competition. The only way you can achieve this is to be the best prepared and most knowledgeable person in your field. You can never stop learning and must always want to grow as a whole person. Some entrepreneurs focus solely on their inner selves – their attitudes, mindsets, and spirituality. Others focus solely on their outer selves – their appearance, skill sets, and knowledge base. To win, you have to continually build both your inner and outer selves. You cannot ignore one or the other and expect to achieve success.

Even when I was in school, I can remember thinking about the strategies and personality types that tended to be more successful than others. I thought about the concept of speed of implementation and what that means. I also realized that, if you're always doing what everyone else is doing, you will only

get to where they get to. The follow-the-herd mentality will only get you to where the herd goes. If you are going to follow anyone, follow those who have achieved great things. Think about it. When was the last time you read the biography of someone named Average Joe? We are not drawn to people that have achieved the ordinary. We are drawn to people who have achieved the extraordinary, and that is the way it should be.

Time is your most valuable resource you have. It doesn't fluctuate like money. It doesn't have bad moods and good moods like people. It is the same everyday regardless of the day. It is also the most commonly mismanaged resource or asset. Time can be your best friend or your worst enemy, but in the end it is yours to use either way. It doesn't surprise you or sneak up on you, unless you're not managing it well. I will write a whole chapter on this topic because I think it is that important.

Efficiency is another key to success. My career has been built on finding ways to work smarter than everyone else around me. If you can find a way to not only work harder but also smarter, you will fly by those around you.

You will find that, as you become more and more successful, your business will evolve and branch out into new areas. As I am writing this book, I am also recording a series of instructional courses for Realtors to help them achieve success quickly, regardless of the economic climate. Creating these courses is part of another idea I believe in so strongly: developing multiple streams of income from similar businesses so you can concentrate on one overall business every day and not feel as if you are trying to run three different businesses. The key here, as elsewhere, is balance. You will probably find

the chapter on developing multiple streams of income to be one of your favorites, because it will challenge you to think of new ways to create additional income. I think we can agree that having more income is never a bad thing.

This will be a great book for young people, college students, or recent graduates wondering how to become a success quickly. This will also be a great book for people who have had some level of success in business and in life, but have never been able to take it to the next level. This book will not reveal shortcuts, but rather the attitudes, practices, and skills that will get you further.

If you are a young person reading this book, I hope that you will be inspired by my story and apply the principles in the coming pages to create your own success. It is important for you to understand that you don't look the part of success and, in many cases, don't act the part of success, either. The good news is that both your look and actions are under your control. There is no doubt that an older person has a distinct advantage over a young person. When an older, more mature person walks into a room for negotiations, it is assumed that he or she is credible until proven otherwise. That is not the case when you are younger.

Fortunately, knowledge and wisdom can both be attained at any age, if you want them enough. Knowledge is easier to gain, because it really just requires the time and dedication needed to learn. Wisdom is different. Wisdom isn't gained by simply reading so many pages or watching the History Channel. Wisdom is gained on the inside. If you want to gain wisdom, observe and study how wise people make their decisions. You have to train how you process information, almost like a math

equation, and understand that your thought processes can be influenced for the positive, as well as for the negative. At a certain point, acting wisely becomes second nature to you. If you want to attain just one trait, become wise, now; don't wait until you are older. Wisdom is also gained through humility. I like the way John Wooded put it: "It is what you learn after you know it all."

If you are reading this book and you do not believe that you are still in your youthful days, be encouraged, because you, too, can use the principles I did to attain success. You are also fortunate enough not to have to deal with the obstacles that youth can bring.

My whole career has been focused on getting to where I want to be in the most efficient manner, while still building a solid foundation. The foundation of your life and of your business can no more be ignored than the foundation of your house. This book may also be for people who never built that foundation, people who have grown too quickly or who have business or personal lives that looks great on the outside, but may be about to crumble. Sometimes, you have to be willing to tear everything down and start over in the right way, instead of constantly patching every hole, fixing every door knob, and carpeting over every uneven floor. This book will show how to build your foundation, create your future, and become truly successful in business and in life.

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