

Exclusive Free Book for Starve the Doubts Listeners

# YOU, World Changer



How to Overcome Pessimists, Silence Your  
Critics, & Find Your Worth

by Matt McWilliams

## About the Author

Hey, I'm Matt and I'm a world changer.

Now before you think I'm an egotistical, too-big-for-my-britches, jerk, I think we are all world changers. If we weren't born to change the world, we're unnecessary.

This is my blog, focused on the lessons I've learned from many sources, mostly my own experiences. You can read more about my story below if you're interested. In a nutshell, I arrived at my world changer philosophy after being fired four times (twice by the same company and once by own dad...just try to top that!), after facing 42 years in prison, after starting two companies that rose and fell like the Roman Empire, and after getting married, having a wonderful wife and then daughter, and finally realizing my true purpose in life.

**I am a world changer. And so are you.**

My goal here is to help you become the world changer that you were born to be. Sometimes that means helping you to shift your mindset. Sometimes it means giving you the tools you need in life, in business, or in relationships to change the world. Sometimes it means some good old fashioned motivation and inspiration.

I write daily from Monday through Friday, with the exception of major holidays. The majority of my posts are about personal development, communication, business, and leadership, all tied back to helping you unleash the world changer inside of you.

To be clear, I will not make you a world changer. You already are. My goal is to help you find that person inside of you.

**My Story**

I have worked in small business and online marketing for as long as I can remember. That is mostly because I could never make it in a “real job.”

At the age of 23, I was fired by my dad. The day after my birthday. That was the second time I'd been fired. Thankfully, I had started my own company on the side in online marketing. It only took two years for that company to go under.

At the age of 25, I was arrested and faced up to 42 years in prison. [You can read that full story here.](#)

By the age of 27, I was an executive in thriving start-up. We won the Best in Business Award from the Nashville Business Journal that year and by year's end, we had 50+ people working for us. I was personally leading a team of 12 people...and had no clue what I was doing. I sucked as a leader and everyone knew it. I was their first employee and helped start the company above the CFO's garage. I had no business leading a team, but somehow we managed to succeed in spite of me.

[Click here to read what I did about my poor leadership and how I set about improving.](#)

I was fired from there (my third firing in case you're counting) but went on to find success elsewhere. In 2010 I was recognized as the top Affiliate Marketing Manager in the world by the Affiliate Summit Pinnacle Awards. I've won numerous other awards in that field as well.

I left that company (the first time in my life that I left a job by choice) and went back to the previous company. Yes, the one that fired me. Eight months later, the CEO left and the company laid off more than half the staff. I was one of those people. Firing number four (and it will be my last).

So there I was in November of 2011. Unemployed, brand new house, a six-month daughter and stay-at-home mom to support. That was the moment I decided to change the world.

Just kidding. That was the moment I decided to panic. But, once I calmed down, I resolved to live a life of meaning and purpose. I came to realize that I can and should change the world. I resolved never again to be dependent on an employer for income or others for approval. And I resolved to leave a legacy.

Due to the path I've taken to this point, I have a unique viewpoint on the ever-changing world in which we live. Most importantly, I have failed at mostly everything I have tried the first time.

Thankfully, I usually learned from those mistakes. And that is good news for you. I invite you to learn with me and from me. I invite you to leave your own legacy. I invite you to change the world.

I was born and raised in the south and currently live in Fort Wayne, IN with my lovely wife Tara and daughter Aracelli. My consulting company, [Matt McWilliams Consulting, Inc.](#) (that name took me forever to come up with), has clients all over the country in various industries ranging from educational courses to consumer goods and the financial industry.

In my free time I enjoy spending time with my wife and daughter, running, reading, and long days of doing yard work listening to various podcasts.

You can find me elsewhere here:

Twitter: [@MattMcWilliams2](#)

LinkedIn: [Profile](#)

Google Plus: [+Matt McWilliams](#)

# The Surprising Truth About the Lies You Tell Yourself

Your negative voices actually have some truth to them.

Those voices that say things like:

“You aren’t as good of a leader as so-and-so.”

“You can’t sell like Joe. He’s the top salesman.”

Those voices are often right. Yes, Mr. Positivity is telling you that those negative voices are often grounded in truth. But they are missing one word. That’s what makes them lies. We’ll get to that shortly.

## **My book vs. my voices: The battle within**

As I stepped out into the cold night air, foolishly forgetting that I no longer live in the south and wearing only shorts, a T-Shirt, and slippers, a horrifying thought gripped me.

“[Your book](#) won’t be good enough. You can’t write like a bestselling author. Who are you to think you can write like that?”

Instantly, I felt deflated. Depression took hold.

My fears were speaking to me! And I was listening to them.

For the next few moments I battled a feeling which is familiar to anyone who dreams of anything big. Inside of me, a war raged. The night grew colder still, my mind raced, my heartbeat quickened, and darkness overtook my soul.

Yes, it *was that* dramatic.

I felt sick.

And then...

As I waited for our dog to finish his business, I realized something powerful:

What if my [negative voices](#) were actually right?

What if my *first* book *was* a flop?

What if?

My voices weren't lying, per se. It's true...I'm not as good of a fiction writer as others...and then came that missing word. That one word that changes truth to lies and lies to truth.

**YET.**

Why should I be as good as the bestsellers? I've never written fiction. I've never even written a full book before.

So I made peace with my fears. I acknowledged my negative voices. I said to them:

"It's OK. I am OK with not being as good as the others...yet."

**What your voices say**

Your voices tell you that you aren't a superstar now. They tell you that you don't have all of the skills or contacts or knowledge *today*.

And it's true. You probably don't.

Your voices aren't lying. They are just stating facts.

Somehow, though, we add on extra words like "never." We twist our voice's words. "Can't now" becomes "will never." "You aren't" becomes "You'll never."

The missing “yet” morphs from the key to your future success into the wall you never climb over. The dreams of billions of people lie at the feet of the missing “yet.”

The cures for diseases, the billion-dollar idea, the invention that feeds the world...all lie at the feet of the missing “yet.”

Because a voice said “you can’t now” and someone heard “you never will.”

But that stops today! It ends now.

Your attitude from this point forward is:

“So what?”

“So what if I don’t have all the skills now?”

“So what if I don’t know anyone in that field.”

“So what if I don’t know how to do what I am called to do.”

You will have all of those things in time.

Agree with what your voices are really telling you. You aren’t who you are called to be...

**YET.**

But you will be. And you will change the world.

**Action item:** Identify the truth in one of your voices that you think is negative. Add the appropriate qualifier, such as “yet,” to make it true.

*Question:*

*What are you not yet that you will become? Declare it out loud right now.*



## Why Some People are Always Happy and Influencing Others

Why are some people always happy?

Why are they gaining followers and influencing others, while others are just negative and have no influence on the world?

The answer may surprise you. Most of the time, they are rooted in the same reason: Our brain's filter.

Every day, you are overwhelmed by a barrage of messages competing for your attention. Your brain is literally being pulled in hundreds of different directions, all in a span of minutes.

Even while doing something as mundane as meeting a friend for lunch, we have the input of the background music (*I know that song, who is that?*), the conversations of others (*that lady sure is loud!*), and choosing what we want to eat (*I know I should eat healthy, but the fried cheese with the butter dip sure sounds good*). Not to mention trying to listen to his story about his son's baseball game, thinking ahead to your 2:00 meeting with your boss, and the fact that you need a new washer and dryer. And that's just a small percentage of the information-processing going on in your brain in a one-minute span.

How *does* your brain deal with all of that input?

Simple. *It filters it.* And that filtering is the reason why some people are always happy. It's why they are influencing and changing the world.

**The 1%**

Actually, the reason why some people are always happy and why they are leaving a mark in the world isn't *that* their brains filter the information around them. It's how they program their filter.

All of our brains are filtering information. Your brain is doing it right now. Five minutes from now, you will remember (hopefully) the content of this post. You will likely remember the premise, maybe the image I used, and one or two memorable quotes. But you most likely won't remember the type of cars that drove by outside of your office window while you were reading it. Or the song that was playing. Or even what color shirt your boss, who just walked by your desk, is wearing.

In fact, you only remember about 1% of the information that you receive. The rest goes through your brain's filter. (Remember, your [brain is a lot less powerful](#) than you might think. You need this filter.)

### **The gatekeeper**

Think of your brain's filter like the prototypical executive assistant.

**She is demanding.** *Who are you and how does this concern my boss (your brain)?*

**The assistant is timely.** *Is this urgent or can it wait?*

**She disposes of irrelevant information.** A good assistant will filter out most of her boss' email before she ever sees it. People looking for "just a few minutes with the boss" are told to make an appointment.

But the assistant ultimately acts at the direction of her boss. Her boss tells her who to let in, what kind of emails to respond to herself, and what kind of news needs to be sent through.

In other words, the boss programs the assistant.

*Just like you program your brain.*

That is the reason why some people are always happy and are influencing others. It's why some people see the world through a positive lens and others "can't seem to get a break." It's why some people will live out their dreams and others will die with theirs.

### **Programming your brain's filter**

Think of the last time you watched a hysterical movie. The kind that made your sides hurt and tears roll from your eyes in laughter. What was it? (For me, it was watching *Black Sheep* for the 33rd time last week).

Got one in mind? Good.

Do you remember any negative thoughts coming into your mind?

Probably not. But the reality is that you likely had more than one. Maybe even hundreds.

But, in that moment, your brain was programmed to *look for* humor. It was programmed to expect funny things on the screen and, in response, you easily filtered out the negative thoughts.

That's how your brain works. You can either use this filter to your advantage or it can become your worst enemy.

***Key takeaway:** Your brain scans the world only for what you program it to look for.*

Just like it did when you were watching the funny movie. If you tell it to scan for negative events, brokenness, or problems, that is what it will find. Like [an accountant, who is trained to search for errors](#), your brain will only see the dark side of the world and filter out all the positives.

On the flip side, you can do what those eternally happy and optimistic people do.

**Action item:** Program your mind to search for the good. Tell it to look for positive events. Tell it to filter out the bad. And over time your brain will reprogram itself.

The choice of how you program your brain is up to you. Choose wisely. And you too can be happier and more influential.

*Question:*

*In what ways have you programmed your brain's filter?*

## What are You Worth?

How much do you think you are worth?

I don't mean that in an ethereal, overly spiritual way. I mean it in a practical business sense.

How much is your time and expertise worth?

The short answer is: Generally, you are worth more than you think.

When I started [my consulting business](#), I was employed full-time. I had been meaning to start it a year and a half earlier. At that time I was riding high in my industry. I had just been named the top affiliate manager in the world and I wanted to capitalize on that, but I had to overcome my own lack of self-worth and my own feeling that my expertise wasn't valuable.

### The best business advice I've ever received

I received the best business advice I ever received from two friends of mine, my current boss at the time and a former boss. Both told me separately to go for it...to start a business on the side (my boss at the time also asked me to please not quit). But they also told me to take whatever I thought I was worth as a consultant...and double or triple it.

But, when I got my first client a year and a half later...he called *me* and asked me to help him with his business...I charged *half* of what I should have charged. Don't get me wrong, it was still *a lot* of money for me at the time, but I could have doubled it.

I allowed my own low self-worth to cost me thousands of dollars.

## **My true value**

Ironically, about one year after I finished with that first client, he mentioned how in the past year, he had literally *doubled* his revenue, from \$100,000 to more than \$200,000.

He paid me \$3,000 and made an extra \$100,000+. That is some incredible math on his end.

The entire time I was consulting him, I questioned whether I was worth \$3,000 for two days work. But I helped him make *33 times* that much.

I'm not suggesting I should have overcharged him, but this moment made me realize that I was undervaluing myself all along.

## **You are worth more**

Odds are, you are doing the same thing. You are undervaluing your knowledge, your time, your worth.

You are worth more than you think. You are worth more than some people have told you. (In my case, it was only *others* who saw what I was truly worth)

So step up, step out of your comfort zone, and declare your true worth. You are worth more.

Don't sell yourself short. Someone needs you. Exactly you. Not another consultant. Not another employee. Not another business. Not another spouse. They need you. And you are worth more than you think.

Now...go act like it.

*Question:*

*How have you sold yourself short?*



## Stop Waiting for Permission to Change the World

Are you waiting on someone's permission to change the world?

Heck, are you waiting on someone's permission just to be yourself?

### What is permission?

Permission is just a slightly longer word for "approval."

*Is it OK if I step out a little?*

*Can I please do something different?*

*I'd like to change the world, but I want to check with you first.*

*I have all these great ideas, but you'll probably think they're crazy, so never mind.*

Anytime you ask for, wait on, or demand permission, you demonstrate a *need* for approval. And you are allowing the need for approval to delay, limit, or even stop you from doing what you are called to do.

### The irony of waiting on permission

You wait on permission.

You wait and wait and wait. You seek approval.

But it never comes. Now what?

I faced that question in 2009. I realized no one would ever "give" me permission to do anything special. No one would *grant* me permission to pursue my vision. And no one would dare to approve of any of my crazy ideas.

*So I stopped asking.* I stopped waiting. I annihilated my need for acceptance. I did what I was called to do. I became a revolutionary within my industry at the time.

But something funny happened:

When I stopped asking for permission and waiting on approval is when I began to earn the most respect ([I won a major industry award](#)). That is when I gained the most approval. That is when others *looked to me* for permission.

That is the irony of waiting on permission.

*Those who wait for permission never get it. Those who don't wait for permission are sought for theirs. They become the leaders others turn to for permission.*

### **3 paths to permission**

You have three choices when it comes to getting permission for your dreams.

#### **1. Ask for it.**

Wait, wait, wait, and wait some more. Depend on others. Desperately need approval. *Pick me, pick me, pick me.*

**Upside:** You never have to make a decision. You can always blame others for your failure to achieve anything special. You'll never ruffle any feathers. You'll never step out on your own. You'll always have people telling you just how pleasant and agreeable you are.

**Downside:** You will die having accomplished nothing of significance. Nothing.

#### **2. Demand it.**

This sounds a lot like, “you better let me do X or I’ll \_\_\_\_.” Basically, it’s the same as asking for it, but it involves a lot of whining and childish threats.

**Upside:** You might get what you want.

**Downside:** Did you catch the part about whining and childish threats? Does anything good come from those? You’ll alienate everyone who could potentially be on your side. Even if your idea or dream is a good one, no one will support it.

### 3. Give it.

Give yourself permission. Give others permission. When I stopped asking for permission in 2009, I didn’t do it with trumpets blasting. I didn’t turn my back on everyone around me. I didn’t storm out of my boss’ office guns blazing, declaring that I was going to change the world.

I simply gave myself permission. And I gave others around me the same permission.

Permission to think big.

Permission to make mistakes.

Permission to be who we are called to be.

I did it quietly. But the impact it soon had was very loud indeed.

**Action item:** Choose one thing you’ve been waiting on permission to do. And do it. Give yourself permission to do something amazing.

*Question:*

*What permission are you waiting for? Will you choose to give yourself and others permission?*

## The New Math of Possibilities

What's your income goal this year?

That's a question I often ask people when I speak to groups or consult individuals. Then I write down their answer on the board like this:



What results is an exercise in thinking beyond what they ever imagined. Thinking differently. Thinking [abundance](#), not scarcity. Thinking what is possible, not what they've always known.

**What if you add a 1 to it?**

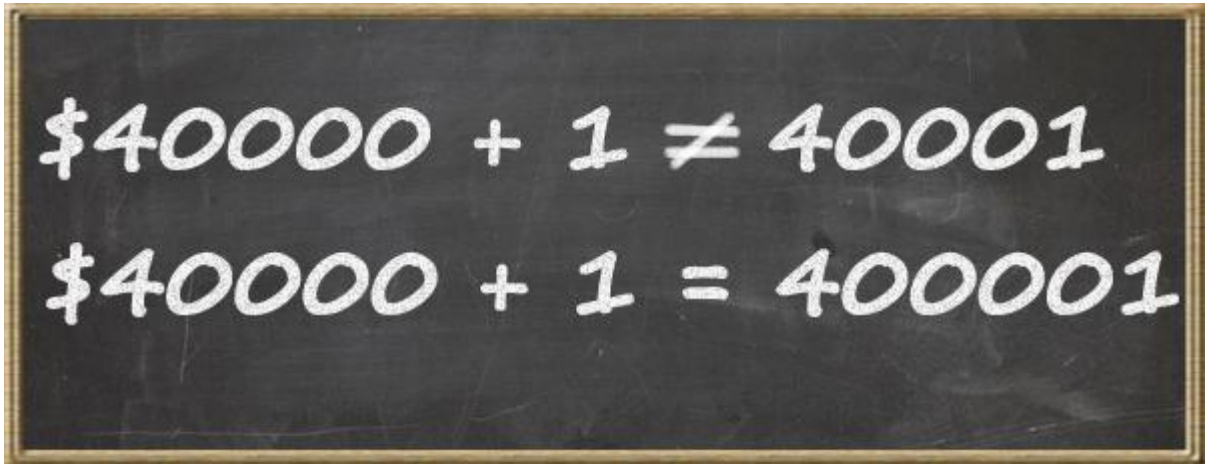
I want to stretch *you* a little bit. What if you add a 1 to your income goal?

Just a little 1. That's all. What do you have now?

Most people would say \$40,001. Big deal. By the time you pay taxes, you're left with a stick of gum and a single copy from the UPS Store.

Wrong.

Here is what ends up on the board next.



### The Old Math of Limitations vs. The New Math of Possibilities

$40000 + 1 = 400001$ .

I call the first line “The Old Math of Limitations” and the second line “The New Math of Possibilities.”

“But I can’t even imagine making that kind of money, Matt.”

**Yes, you can.** You can *imagine* it. And that is where it starts.

What would your life look like if you lived that imagination? I’m not talking material possessions, though that could be part of it. I’m talking about what you could do for others.

How many single moms could you help so they don’t have to work three jobs and can spend more time with their kids?

How many homeless vets could you thank for their service by providing them with training, college tuition, or clothes for job interviews?

One that really hits home locally with audiences in Fort Wayne is “How many murders could be prevented if the good people on the South Side of Fort

Wayne had the resources to help more people?” In the past year, Fort Wayne was one of the most violent cities in the U.S. While most cities saw record low murder rates in 2013, we saw record highs. But I truly wonder what would happen if only a few of the activists there had more resources. If they had the vision to think big with their own income.

How many jobs could you provide if your business added a 1 to its revenues?

Imagine the impact you could have if you applied The New Math of Possibilities.

**Why you?**

Why you? Because you are reading this and someone else isn't. Because *you* have the opportunity. That is why it **must** be you who thinks bigger, thinks abundance, and thinks what is possible.

It must be you.

Imagine what you can do.

*Question:*

*How can you stretch yourself to earn more, influence more, and live in the possible?*



Think Differently.  
Think Abundance.  
Think Possible.

The Old Math of Limitations

$$\$40000 + 1 = \$40001$$

The New Math of Possibilities

$$\$40000 + 1 = \$400001$$

[MattMcWilliams.com/newmath](http://MattMcWilliams.com/newmath)

## **This 1 Thing Will Silence Your Critics Forever**

Who are your biggest critics?

Think about that question right now. Who are the people in your life that are most critical of your dreams?

Do you want to know how to deal with them?

Before we go any further, let me be clear on the definition of “critic.”

A critic is not someone who brings up legitimate concerns or occasionally points out flaws in your logic. A critic is not someone who tells a 300-pound man who hasn't exercised since the Clinton administration that he should lose some weight and get on a training plan before running a marathon. There is a big difference between a realistic friend and a critic.

A critic is someone who tells you that any dream beyond their bubble of understanding is ridiculous or impossible. They label you a dreamer or a child. They believe it is impossible to live a dream and still provide for your family. They think that happiness on the job and responsibility are mutually exclusive. When you leave a critic's presence, your energy is depleted, your joy stripped, and your dreams crushed.

**So how do you deal with these critics?**

You leave them.

Entirely. Or as much as possible.

You deal with them the same [way you deal with negative people](#), because that is exactly what they are.

You may be just like me. You have an unsettled feeling about abandoning people, no matter how negative or critical they are. But I've learned that since [we are all world-changers](#), it often means leaving people behind. The positive influence we can have on hundreds or thousands (or more) of others is often dependent on eliminating the one or two negative voices in our lives. It's a sacrifice we must be willing to make.

Much of my unease in leaving people behind comes from my faith. My faith says that God leaves the 99 obedient sheep to find the one lost soul. My faith says to love your enemies and pray for those who persecute you. I *thought* my faith basically said leave no critic behind.

But then I read Jesus' own advice to His followers when he first sent them out on missionary journeys:

*"If anyone will not welcome you or listen to your words, leave that home or town and shake the dust off your feet." Matthew 10:14*

In other words, if people aren't receptive to you, and that includes your dreams, goals, and plans, leave them behind. As a matter of fact, *shake any trace of their criticism off of you.*

### **Maybe my critic is right...**

Years ago, I worked for a critic.

After finally leaving the company, I received an email from him that basically tore me apart. It called me lazy, unfocused, incompetent, and questioned my integrity. Even now, as I write those words, it causes a certain level of pain. Even now, I questioned rather I should even mention it.

For months afterwards, from time to time, I would pull up that email. I would read it over and over. I thought I was using it as motivation, but in reality the words just sank deeper and deeper into my soul. I began to question myself.

*Maybe I am lazy.*

*Maybe I am unfocused.*

*Maybe I will never amount to more than I did working for him.*

*Maybe I will never live out my dreams.*

I thought all of those things. His words were implanted in my memory. They would come to me anytime I sat down to write or when I would get ready to make a sales call. They would haunt me if I slept in on a Saturday morning.

*You are lazy, they whispered. Look at you sleeping in. If you were worth anything, you would have been up already.*

And then I left his town and shook the dust off my feet.

*I permanently deleted the email.*

And over time those words left me. Sure, they would rear their ugly heads occasionally, but I'd taken the edge off of them. My anger at this man subsided. The harshness of the words became softer and softer, like a sharp knife morphing into dull butter knife.

Jesus is telling you to do the same thing he told His followers 2000 years ago.

He didn't tell them to change their methods or adjust for their critics. In other words, He told them what I am telling you...keep doing what you are doing. Don't change for them. Run *your* race. Live out *your* dreams.

**Action item:** Identify one negative critic in your life today. Consider ways to remove that person from your life.

Remove every trace of that relationship.

Delete that email.

Remove the contact from your phone. I have a friend who did exactly that with the same guy who sent me that email. Months after they severed ties, he deleted him from his contacts. He told me that he instantly felt better.

Remove them from your social media.

Block them from commenting on your blog. I've never personally had to do this, but if someone's sole purpose in life is to criticize what you write, get rid of that person.

Do everything you can to remove your critics from your life. You will both be better for it...and the world will benefit from a more positive and productive you.

*Question:*

*What can you do to remove your critics from your life today?*

## How to Overcome Pessimists

**News report:** The economy only added 160,000 jobs last month.

**Economist:** Blah, blah. Doom and gloom. Blah, blah. End of the world. Obscure economic term, blah, blah. Blame someone, blah, blah.

That is pretty much how a recent segment went on the radio.

The “economy” added 160,000 jobs?

No it didn't. *People did.* People who run small businesses. People who run “evil” corporations. People who are employing others, driving the economy, and...[changing the world](#).

Then some economist commentated on this “disappointing” news. In a matter of twenty seconds, he managed to explain why the numbers were actually bad, blame both political parties, depress 87% of the listeners, and tie-in the job numbers to an increase in dandruff. OK, I made that last one up...and the statistic about depression.

So, let me get this right. 160,000 people that *didn't* have jobs now *have* jobs, which is 0.2% less unemployed people, and a record low for four years...and that is disappointing?

160,000 people who were likely struggling with [self-worth](#), confidence, and little things like affording food and shelter are now proudly employed. Moms and dads across the country can hold their heads high around their children. Many of them are no longer in need of food stamps or welfare and certainly unemployment benefits. But Johnny Economy says these numbers are a signal the first of the Four Horsemen of the Apocalypse.

I think I figured out what it takes to be a newsworthy economist...pessimism. Just find the cloud in every economic silver lining and go on record finding something wrong with every bit of good news and you, too, can be a quotable economist.

### **How to overcome pessimists – Step One**

I didn't get much further into the segment because I did the only thing you can do with pessimists:

I turned it off.

And that is always the first step to overcoming pessimists:

Turn them off.

Shut them up.

Tune them out.

Change the channel.

Cover your ears.

Walk away.

I understand that if you work for a pessimistic boss, you can't just walk away (although, that would be hilarious). But you can tune out the pessimism.

### **How to overcome pessimists – Step Two**

The second step is to replace it or cover it up.



Once you have gotten rid of the pessimism or done your best to do so, it's time to replace it with something positive. Or at the very least, cover up the damage with something positive.

Once you've tuned out or moved on from the pessimism, do these four things:

1. **Find the silver lining.** Focus specifically on what is good. What does this [make possible](#)? What can I learn from it? What good comes out of this?
2. **State the positives.** State, out loud, what is good about what you've just heard or read.
3. **Keep it to yourself.** Don't go share the doom and gloom with others. It only reinforces the pessimism.
4. **Cheer yourself up.** Sometimes, what you need more than anything is a pick-me-up and that is OK. Read something positive. Say something positive. Listen to comedy. Whatever gets you back to being...you!

### **If you're the pessimist**

What if *you* are the pessimist? Thankfully for you, my own letter to myself should help you. From one pessimist-by-nature to another, I feel your pain.

Dear self,

Be positive. If you feel pessimistic thoughts coming (and you will) keep them to yourself.

Resolve to never again give pessimistic thoughts the fuel they need to grow (the sound of your voice) or a place to expand (others' ears).

Congratulate yourself when you keep a thought to yourself. That itself is being optimistic.

Focus on what is good and enjoy the small steps of progress. It takes less steps than you think to create dramatic change.

*Question:*

*How have you overcome pessimistic people, including yourself?*

## The Seven-Year Old Who Can Change the World

I want to end with this story...it's not related to starving doubts, mindset, or anything else I've gone through in this book. This is about the next generation of entrepreneurs. This is the story of a seven-year old entrepreneur who could change the world.

Seven-year old Jalen asked me, "Do you like Burger King?"

I told her that I don't and she mentioned that she was trying to sell a coupon for a free burger for a dollar.

"Is that for school?" I asked.

"No. I found it in the newspaper and I'm trying to sell it. It's worth two dollars and I'm going to sell it for a dollar."

I was finally leaving my office in an old neighborhood near downtown Fort Wayne, Indiana. I was freezing cold, ready to get home, and yet I stopped.

I know little about Jalen's background, but from what I can make of it, she certainly *doesn't* come from privilege. So when she showed me more entrepreneurial spirit in that moment than most people will show in a lifetime, I knew what I had to do.

"I can't use it," I said. That's a lesson in targeting and rejection.

"But keep trying. Keep finding things to sell. I wish there were more people like you, Jalen. If you keep it up, you can make so much money. Keep at it, OK?"

"OK," she said. "I know someone will buy it."

I know that someone will too.

There is no doubt in my mind that *America...the world...needs more entrepreneurs*. It needs more people willing to create, find, and offer a service of value and accept payment for it.

Someone is getting a dollar off a burger. Jalen is getting a dollar for her efforts.

How is that not win-win?

How is that not the American ideal?

How is that not the way out of recession?

The way out of poverty.

The way out of 16 trillion dollars in national debt.

The way out of depression. Out of addiction. Out of the seemingly endless cycle of family lack, abuse, and suicide.

*Don't you dare tell me that's crazy*. Being an entrepreneur gives a person purpose. It gives a person something to dream about.

*Purpose and dreams* are what pulls people out of depression. It's what pulls a nation out of a recession. The money is secondary to the spirit that will overtake the powers of darkness prevailing in so many homes, so many schools, and across this country.

**Entrepreneurship should be encouraged like never before.**

The responsibility to do that rests on you.

*It rests on me.*

We encourage it by setting an example.

We encourage it by telling a seven-year old to keep doing it when she shows the spark of entrepreneurship.

We encourage it by celebrating entrepreneurs who have made it.

Who are about to make it.

Who are trying to make it.

Who just started.

Who have failed and are trying again.

Who have failed *again and again and again* and who are doing it *again and again and again*.

**This can change the world.**

*Question:*

*What are you doing to encourage entrepreneurship?*

*Are you encouraging your kids to be entrepreneurs?*

## Connect with me

I'd love to connect with you.

Web: [MattMcWilliams.com](http://MattMcWilliams.com)

Twitter: [@MattMcWilliams2](https://twitter.com/MattMcWilliams2)