

3 WAYS TO INVEST IN YOURSELF DAILY

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As entrepreneurs, it's important to remember that we bring value to the marketplace, not time. Our hours put in at work do not matter nearly as much as our value. When I say value, I mean your knowledge, understanding and wisdom relating to your field in the marketplace. In order to really build wealth and excel in your entrepreneurship, you must start by adding value to yourself. I call it the Law of Change: you must change and grow to bring value to the marketplace.

How should you invest in yourself in order to bring more value to the marketplace? Here are three ways. Practice each way every day for a certain period of time. Just do it. No excuses.

1. LEARN

Try to read something positive and inspirational for 30 minutes every day. If you follow Jesus, that means digging into the Bible every day. If not, then find a blogger whose vision you really connect with. On top of this energizing reading, learn to read 1-2 books a week. Now, most of us think, "Shoot, if I could read one book a month or even a year, I'd be doing well!" I understand the busyness. But we have audiobooks, CDs, mp3s, iPhone apps, podcasts. Anything that will plant information in you is going to grow you and develop your mind. So maybe a book a week is difficult, but you could listen to a program a week, right?

The point is: if you do this, in ten years you will have read either 1,000 books or listened to a 1,000 programs. You're making yourself more valuable and that makes a difference.

2. LISTEN

Find someone who will coach, teach, train, and mentor you. Then listen to them. I always say a poor person should take a rich person out to dinner, pay for a six-course meal and keep them talking. But you can also just ask them out for coffee.

If you see a person you admire, or whose life you envy, offer to take them out so you can hear about how they got to where they are. Come with a list of questions. And most importantly, just listen.

3. LOOK

Success leaves clues. One of the greatest mistakes that I made as a young man was assuming how and why people came into success without every really studying the successful people in my life. Through looking we can learn to model people. As we look and we observe, we start seeing how people function and operate. And then we can imitate them.

Do each of these three things every day. It's your lucky day because I'm going to give you a tip. Number 1 and 2 can be done at the same time! Listen to a podcast or read from someone you admire! Get started today. Invest in yourself. Bring value - not just time - to the marketplace.