

**PRINCIPLE #1****DARE TO THINK BIG**

We need big goals to actually get big things done. When we set goals that feel safe and achievable, we're not pushing past our comfort zone. It doesn't require us to work any harder than we already are. And so we don't. But when we set—and commit—to a big goal, we force ourselves out of that comfort zone into the unknown and there's nothing that will make us work harder or keep us going longer.

**PRINCIPLE #2****RULES ARE FOR SUCKERS**

It's so important that you never just follow blindly because someone decided something was a rule. Know that it is okay to sometimes follow your own path. Just because someone says something is true, or because it shows up on the Internet, or because "everyone" is repeating it as fact, doesn't actually make it true. This is a reminder to develop a healthy skepticism and a willingness to question authority and the status quo.

**PRINCIPLE #3****ALWAYS OWN IT**

It's much easier to point the finger at external circumstances than to acknowledge our own shortcomings. And it is easier to give up when things get hard, especially when we are handed a legitimate excuse not to keep going. That's exactly why taking responsibility for how you respond to everything that happens to you is such an act of courage. When you always own it, you will be in complete control of all the choices you make.

**PRINCIPLE #4****THERE ARE NO MISTAKES, ONLY LESSONS**

When you make the conscious choice to stop worrying about all the ways you might possibly screw up and instead focus only on what you can learn from the experience, you give yourself the power to simply try, regardless of what the outcome will be. It takes away all the pressure to get it exactly right the first time, and instead lets you fully enjoy the journey.

**PRINCIPLE #5****EMBRACE HONEST FEEDBACK**

It's not always easy to accept hard truths and constructive criticism we don't really want to hear. That is why true accountability is SO courageous. It means admitting you might not have all the answers and requires being open to and accepting honest feedback, and being willing to follow up on it.

**PRINCIPLE #6****BALANCE IS OVERRATED**

We aren't called to balance, we're called to PURPOSE. Every time we select one thing, it means we are not choosing something else. So own it. If you believe that you have been called to a certain path, don't waste time on regretting the things you can't do. Understand that when you make a choice to pursue a dream, you are also making the decision to leave something else behind.

**PRINCIPLE #7****JUST KEEP GOING**

You don't need to know every step along the way before you begin; you just need to take the next one, and then the next one after that. Remember, action is the antidote to fear, which means that as long as you keep moving in the right direction, and keep taking action toward the goal you want to reach, you will get there someday.