

# IRREFUTABLE

THE 10-WEEK COACHING SERIES WITH TODD DUNCAN

PRINCIPLE #2: SUCCESS CAN ONLY BE BUILT ON FAILURE



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MAKE MORE  
MONEY IN  
LESS TIME  
WITH LESS STRESS



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# THE 5 IRREFUTABLE PRINCIPLES OF HIGH-PERFORMANCE MORTGAGE AND REAL ESTATE PRACTICES FOR 2021

Brought to you by amerifirst, ameritrust, ameriuno and Todd Duncan

“

Many of life's failures are experienced by people who did not realize how close to success they were when they gave up!

- Thomas Edison

”

“

You might never fail on the scale I did, but some failure in life is inevitable. It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all – in which case, you fail by default!

- J.K Rowling

”

## PRINCIPLE #1: SUCCESS CAN ONLY BE BUILT ON FAILURE

The Law of the Summit: Your Direction Is A Result Of Your Perception

The Failure Trap: Wasting Time Worrying About Yesterday

Centering Thought: \_\_\_\_\_ is necessary for \_\_\_\_\_

How do Billionaires think?

**Teaching Point #1:** They constantly develop their \_\_\_\_\_.  
They are \_\_\_\_\_ and \_\_\_\_\_.

“

The life each of us lives is the life within the limits of our own thinking. To have life more abundant, we must think in limitless terms of abundance!

- Thomas Drier

”

**Teaching Point #2:** They \_\_\_\_\_ their \_\_\_\_\_. Often, not taking risks creates more risk.

“

You must take risks, both with your own money or borrowed money. Risk taking is essential to business growth.”

- J. Paul Getty

”

**Teaching Point #3:** They have a \_\_\_\_\_ towards \_\_\_\_\_,  
and they \_\_\_\_\_.

“

Failure is just a resting place. It is an opportunity  
to begin again more intelligently!”

”

- Henry Ford

## The Most Important Question You Must Ask Every Day:

*Why am I doing what I am doing?*

### Why “Why?”

Decisions must be purposeful.

- If your life is driven by purpose, you will fail better.
- If your life is driven by purpose, you will live longer.
- If your life is driven by purpose, you will have more fulfillment.

### Todd's Tips For Handling Failure Well

#1: \_\_\_\_\_

#2: \_\_\_\_\_

#3: \_\_\_\_\_

#4: \_\_\_\_\_

# PRINCIPLE #2

# PLAYBOOK



## Principle #2 Playbook: Success Can Only Be Built on Failure

Based on this Principle, what can you do to change your perception of action in such a way as seeing that the failure is the key to the success?

Your thoughts are words and words have power. If you truly believe you can improve anything, then there will be new actions you must take. When thinking of these actions, you must make sure the conversation in your own brain is positive, and not negative. The words you must associate with must energize your desire to take action, and regardless of the result, see it as a victory? Failure is necessary at some level to have success.

Define the nature of the conversations you have with yourself when you begin to think about improving one of the key areas outlined in Playbook #1? \_\_\_\_\_

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Is there a positive or negative energy? Describe it in detail! (brutal honesty): \_\_\_\_\_

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If the improvement is big, there can be those same big swings in your mindset, and they can be either positive or negative. Define the extremes of your thinking when change is BIG? Does fear go up or down? (brutal honesty): \_\_\_\_\_

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When you look at the things you want to improve, there's two things you must know. First, there should always be a level of fear. Second, at some level, you must do it afraid. I'll let you define that parameter, but I can say that once you do what you fear, fear turns into power, and progress is the result.

**Improvement #1:** Define the emotions around this change. What excites you? What scares you? What is the best thing that can happen? What is the worst thing that can happen? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Improvement #2:** Define the emotions around this change. What excites you? What scares you? What is the best thing that can happen? What is the worst thing that can happen? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Improvement #3:** Define the emotions around this change. What excites you? What scares you? What is the best thing that can happen? What is the worst thing that can happen? \_\_\_\_\_  
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