

Your LIMITLESS Life



**By
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DEDICATION

"We are a family that is related by affinity, If not through consanguinity."—David Carr, Sr.
(August 20, 1946-April 10, 2007)

This book is dedicated to all the people who are ready to live a limitless life!

Andrea: Thank you for putting up with all my dreams; I know they are a lot!

Mom: You are the backbone of our operation. I am so thankful to have been born to you!

Caleb: Everything we do; we do for you. I love the little person you are becoming!

Aliyah: Thank you for the young woman you are growing into. I am so proud of you!

CONTENTS

Acknowledgments	7
My LIMITLESS Roots	9
Discover YOUR Limitations	25
The LIMITLESS Week	41
LIMITLESS Business	59
90 Day LIMITLESS Plan	75

ACKNOWLEDGMENTS

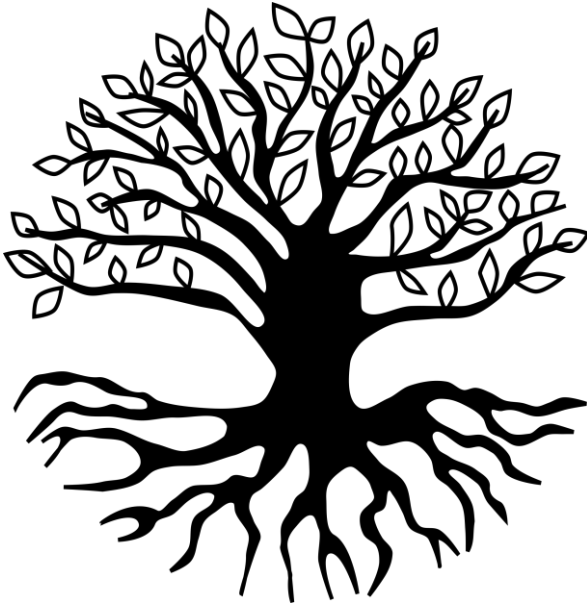
To all my #teamcrushingit family: I love you guys for what you were, what you are, and what you will be! I am so honored to get to mentor, be mentored by, and partner with fabulous people. Let's continue to live this LIMITLESS life!

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My LIMITLESS Roots

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"My positive beliefs create my limitless reality. I am in control. I am limitless. I deserve my limitless life. My miracle is waiting for me. I am so grateful for the life that I have..."



WE ARE LIMITLESS.

Have you ever watched a young child play and imagine? They are limitless in their abilities and their imaginations. It's only as we live and get more jaded that we start to put limits on our lives. When we're young, everything is new.

Everything is a new experience, a new thing, a new process- and there's no stopping us. But as we go through life,

we start to put limits on what we're capable of and what we believe is possible. Our possibilities are directly related to what we believe. What do you believe about your abilities? Have you ever considered that what you want is actually possible? Many times it depends on your roots.

SEVENTH GRADE

I want to take you to my limitless roots. It started when I was eleven years old. I skipped the second grade, so I was much younger than my peers. When I was eleven years old I was in the seventh grade. This was the first time I realized that I was different from the people around me.

In elementary school, the difference wasn't as big. I was in a classroom all day just with students in the same grade, but in junior high I was in school with fifteen and sixteen-year-olds who were in the 9th grade. They discussed things I had no idea about. Since I played sports, I spent

a lot of time with my teammates who were much older than me. Most people didn't know I was younger because I was big- around 5'10".

I coped with the age difference by helping people. I always wanted to make people feel comfortable around me so they wouldn't really have to get to know me. If you put yourself in service of others, they are so happy that they will not take the time to get to know you. There are a lot of people who would say they were my friend; but it was really because I made them feel comfortable.

I didn't know it at the time, but that's a great talent to have. Making people feel comfortable makes it easy to develop rapport and ultimately to sell to them. It doesn't matter what you do in your business or in your life, sales will always be a part of it. You need to develop a rapport with people. How much time do you spend developing rapport in your life? In your personal relationships? In your business? I started doing that without

even knowing what I was doing. That is a nice skill set for an eleven-year-old.

When we are consistently in service of others, we must be careful because we can lose ourselves in that process. Even though I believed that my opportunities were limitless and my parents told me that I could do whatever I wanted to do and create whatever I wanted to create, I didn't have the confidence to produce it because I was so busy helping everyone else. Have you ever felt that way? Have you ever gotten sucked into something and it's not about you anymore? It's about everyone else in your life. It's about your spouse. It's about your caretaker duties. In business, we call this the slash.

As we advance in organizations, many times our responsibilities start to multiply. We lean on our high performers in business. If you show that you have an ability to do a great job at a job duty, many times that job will become yours. Suddenly you find yourself as the

Administrator/HR/Payroll/Janitor/Baby sitter etc. It's the curse of being good at your job. Many times your organization will pile on more work for you to do. In life it's the exact same way.

In life you are a parent/spouse/business owner/worker/everything. There are all these slashes in our lives and we start to put ourselves in boxes. We have to be able to figure out how we carve a space for ourselves in all those responsibilities.

For me, the change in my personal life and my confidence came from the strangest place; work.

CLUES TO BE LIMITLESS

When I was 19, I took a summer job selling vacuum cleaners. Not the most glamorous job you can think of, but it awakened something in me. When we are young, we are foolish enough to believe that we can accomplish anything. There is no way that I would have taken

that job later in life when I was jaded by all the judgements, failures, and issues that life can present to you.

In the company, we had to make these 1 hour presentations to people then sell them a vacuum cleaner that was over \$1500! Plus, the appointment setters would tell the prospect that the presentation was only 15 minutes and they would receive a \$25 gift card so I would have to be able to get the prospects attention within a short time.

Battling the clock and the prospects lack of interest actually stoked my competitive fire. I spent evenings studying different attention getting tactics to grab the prospect's interest. I looked back at my ability to make people feel comfortable and gain rapport even in an uncomfortable situation. I ultimately ended up selling 20 vacuum cleaners in a two-month summer and leading the office in sales. I really put thoughts into leaving school and working in the industry full time. I didn't realize that I had started to

find my limitless root. I loved to help people solve their problems and get paid for it. But I went back to school and tucked that passion away and started to limit myself.

In my early twenties I got involved in multilevel marketing. I would recommend joining a MLM to anyone because it teaches you a lot. A bustling MLM in my early twenties was an unbelievably fertile ground for thought. I saw Tony Robbins for three hours at a training event with our company. It felt like three minutes. I was amazed that someone could speak to more than 20,000 people and bring them to unified emotion and passion. I had a special relationship with Les Brown because I saw him at a training event and he taught us that we had to be "HOOONGRY!" At the time, I didn't really know what I was being fed.

One of the biggest inspirations during this time and all of my life was my dad, David Carr, Sr. He was a leader in the MLM organization. I remember something that

he said once when, "A rut is just a grave with the ends kicked out." When I heard that I realized at the tender age of 21, I was in a rut. It's funny- the things that you remember. My dad would drop these nuggets on stage that would go over the crowd's head. My college roommate made up a name for him... "The Big Show"- because he was so flashy with his presentation and style on stage.

Those days started to shape me in a different way. I started to think I had the confidence to affect other people's lives and help them reach their highest heights.

I also knew that I could do that for other people while doing that for myself. That's a limitless thought.

Most of us spend our time beating ourselves down, telling ourselves there's no way that we'll be able to get to our dreams. But a child can put two chairs together and decide that it's a spaceship and be convinced they're going to fly away. Sure, we think it's just foolery and

there's no way they can do it, but it's those beautiful ideas that change our lives. When we live in that beautiful childlike space, we create the limitless life we dream of.

Those limitless roots affected me in a profound way. I quickly moved up in the MLM. Then came my opportunity to get up in front of the room to share. I remember it like it was yesterday. I was so nervous. It wasn't that I didn't know how to speak- I had won speech competitions in school. But now I needed to be able to move people in a 40-minute presentation. I had to take them from walking into something that they knew nothing about, to realizing it was an opportunity to change their life. I was saddled with that responsibility and I felt it. When I first stepped onto the stage and started to talk, I felt the movement from the room. I felt the people start to follow what I was saying. I felt a buzz in my body that I hadn't experienced since I played football in college. I knew that I had found home being limitless.

The key to being limitless is in realizing what feels like home for you. It may not be speaking like it is for me or moving the room the way I do. Maybe it's the way you teach somebody something and see the light bulb come on above their head. Maybe for you, being limitless is about being able to create the best opportunities for your kids to shine in a way that you never could. We each have to define what limitlessness is. What is it that's holding you back? What is shackling you?

Before I joined that multi-level marketing company, my dream was to play football in the NFL. Then I would come back home and help kids with a nonprofit. But I had to face the fact that injuries would hold me back from the dream. When you have a dream this deferred, you start to put that box around yourself and become self-limiting. You say, "there's no way I can do that."

My college football career ended when I injured my knee for the 3rd time. When I

stopped playing football, I took comfort in food. I was already a big guy because they wanted offensive linemen to be big. When I got to college I was 280 pounds and they wanted to make me gain weight so I could be even bigger. So I gained away, eventually getting to a playing weight of 325, carrying all that weight on my body, but doing it the right way by working out. When I injured my knee for the last time in football. I went into a deep depression. I realized I would never accomplish my goal. So I took comfort in food.

Food never did me wrong. But as time went on, I put on more and more weight. Your family loves you so much that many times they won't tell you what is shackling you. The next thing you know, I stepped on a scale and it read 487 pounds.

I still went out and inspired rooms of people, but it was affecting everything in my life. My health was failing and I couldn't put the energy that I needed to

into my work. My weight ultimately limited my opportunities. Once you recognize what is shackling you, you have to move forward.

My boiling point was September 22nd, 2006. I walked into a hospital dying of thirst, unable to keep anything down. My body was shutting down and I didn't understand what was happening. They took a reading of my blood sugar. It was 954. If you're unfamiliar with diabetes, a healthy blood sugar level should be about a tenth of that. It was clear that I had to make a change in my life. How could I make my life limitless? Looking back, that is where my limitless life truly began.

At the end of each chapter, I will ask you to spend some time in reflection and think about how these principles and how they apply in your life. Take a few moments to take some notes and let's figure out how to be LIMITLESS in your life.

REFLECTION QUESTIONS

When was the last time you really embraced your dreams?

How much effort do you make to build rapport personally? In business?

What's the last dream you gave up on?

When is the last time you felt supported in your dreams?

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Discover YOUR Limitations

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*"Define your limits, Don't let your limits define you.
Believe you are LIMITLESS."*

To truly be limitless, you have to identify what's limiting you. If what is holding you down is nebulous and you can't really describe it, how are you ever going to be limitless? You must look the thing that's holding you back into its eyes and know that it has no power. But first you have to identify what you're fighting, otherwise how are you going to knock it out? A crucial part of this limitless life is identifying your limitations.

When we were kids we frolicked and laughed and had no fears or doubts. As we get older, our brains capture all the negative things that have happened to us, and stop us from achieving our goals. The brain keeps a log of all of our worst memories and puts up blocks to stop us from feeling that pain again. When those blocks are in place, it makes it hard to describe exactly what we are afraid of. When we can't describe what is holding us back, it becomes difficult to unshackle yourself from the issue.

There is a three-pound difference that we must tame to be successful. It is our mind. The human brain weighs 3 pounds. That little mass can will us to victory or doom us to defeat in our lives. Within our minds, there are three main roadblocks that cause us to limit ourselves. No matter where you are in life, if you're limited, it's most likely by one or more of these three things.

THREE LIMITATIONS



FEAR

Have you ever been in a place where you just didn't feel comfortable? The fear turns your stomach. It stops you. You're paralyzed by fear. What are you really afraid of? Let's stop for a moment and write that down. There is an acronym for FEAR: False Evidence Appearing Real. Usually the things we fear can't even hurt us, but that doesn't stop us from being afraid.

Being made fun of is a common fear. There is really not much of a reason to be afraid of this because people are too self-centered to think about you. Most of the time when people make fun of something or someone, it has everything to do with how they feel about themselves. Honestly. People are too busy thinking about themselves to really worry about you. That is human nature. I tell my clients all the time that 90 percent of the personal things that happen to us in life is not personal. Sometimes we think there has been some personal affront to us, but in reality, people spend most of their time in their own worlds. We are embroiled in our own personal struggles, trying to figure out how to deal with our day to day lives. Other people in life are trying to do the same thing. When we clash with someone, they are usually catching it for whatever we were already angry about and vice versa. I know it's hard to believe, but there is not a committee meeting right now to figure out how to screw up your life! We develop a

narrative that the “world is against us”. That narrative makes you feel better about not accomplishing your goals and limiting yourself, because we can fear this conspiracy against us. Whenever someone lashes out at me upon meeting me, when I haven't even had time to offend them, I never take that personally because I know it had nothing to do with me. It's a great feeling when you can smile and say, “that wasn't my problem.” I was in a seminar as a student a few years back and I saw an instructor approach this perfectly. She started the class by handing out cotton swabs on sticks; Q-Tips. Everyone looked quizzically at the swabs until she was teaching a point about work stress. She asked us to hold up our Q-Tips on the air and asked us to repeat a mantra. “I will Quit Taking It Personal. The Q-tips were an acronym that I will never forget. Stop fearing what others think.

LACK

The second limitation is lack. Lack is scary because when you don't have the necessities in life, it'll drive you mad. You won't be able to get anything done. You'll be limited because you have this lack mentality. When we have a lack mentality, we are thinking about everything from a position of what we don't have. What if it's money? Many times our lack mentality is related to money. It might make us not want to do anything because all we're thinking of is how much everything costs. Focusing on this is limiting. You think you're being limited by your lack of funds, but it's the perception of that situation that is limiting you. Our perception can unintentionally bring more of what we're perceiving into our lives. The lack mindset will allow you to focus on what is NOT possible. We suffer with this because society welcomes you if you are in lack. It's like a badge of honor to declare to the world that you DON'T have something. That's because there is comfort in lack. When we have a lack mindset, we look at outside forces as

the reason why we don't have what we need. Our blame finger points at a multitude of reasons for our lack. The common denominator is that is things that "we can't control". See, to be in lack means that we are constantly being "put upon". We must empower ourselves and know that we have the power to create whatever it is that we need. Master mindset Coach Mercedes Miller has a mantra, "Money flows to me easily and effortlessly". There is abundance all around us.

DISCIPLINE

The third limitation is a lack of discipline. When we lack discipline, we don't have the ability to be able to step forward and say, "this is what I'm going to do." Instead we go into hope and wish mode. We hope that things are going to turn out okay. We hope that someone will help us. We wish that good things would just magically appear. In truth, it's discipline that allows us to achieve the things we want. When we have a lack of discipline, we can't even be clear on what we want

in life. Lack of discipline is a limiting factor. Sports is a great way to deal with lack of discipline. When I played football in college we had to check in for breakfast with one of our coaches by 7:45 AM every week day. This meant that we needed to wave at him in the school cafeteria and make sure he saw us. This was the most efficient way for the coaches to know that we were up for our classes. I had no problem making breakfast check on Mondays, Wednesdays, and Fridays when I had an 8 o'clock class. The cafeteria was right by the building I was in class. But on Tuesdays and Thursdays my class did not start until 9:30 AM. I had a hard time reasoning being up an extra hour early, so my discipline started to wane. I missed breakfast check twice and my coach warned me that if I missed again, I would be assigned to "breakfast club". As lovely as that might sound, breakfast club was a punishment where we ran the stadium steps at 5:30AM for an hour and half. Even if you vomited during the workout, the coaches made you continue.

I had never experienced it personally, but I had heard the horror stories. Well, I missed breakfast check again and got assigned to breakfast club. The experience was worse than what my teammates had described. After battling through breakfast club, I vowed to never miss breakfast check again. My discipline had been built. Most of the time, discipline just requires, "something worth fighting for". In the case of breakfast check. I knew that I never wanted to face something like breakfast club ever again.

Fear, lack, and no discipline. These are the three things that will put you into a downward spiral. There are three remedies to these limitations: clarity, content and consistency.

CLARITY CONTENT CONSISTENCY



THE REMEDY

We need superior clarity in our life. Be clear about what your expectations are. Be clear about what you want from your relationship, your work and your life. Know what you want and what steps you need to take to get there. Then you're ready. My favorite habit of the *Seven Habits of Highly Successful People* by Stephen Covey is to "begin with the end in mind." Have an idea of how we want any situation that we step into to end. When you have that clear outcome in

mind, you can begin to work towards it. After we are clear on the outcome that we are seeing, we must understand the content of what we are looking to accomplish. What is your goal? What do you want to accomplish? Can you do it by yourself or will you have to collaborate with someone? Do you have the necessary education or can you partner with someone who does? Do you have the required skill set?

Melinda Emerson, one of America's top Small Biz experts, told me that "business problems are usually just poorly hidden personal problems." If you have a problem in your life, it's going to flow over into your work. We spend more time at work than anywhere else, so we need to understand that and make sure we're putting together the content of the things we need to get done. If you work for 40 hours a week and sleep an unhealthy 6 hours a night, we spend 82 hours a week sleeping and working. That's why we must find a way to be able to enjoy the work we do, because your work team becomes your defacto family.

Then there is consistency. If you can be consistent in your actions, then you won't have to worry about these limitations that we've discussed. If you're consistently moving towards your goal, you'll have evidence of the fact that you can accomplish that goal. If you're consistent, then you're going to be disciplined because consistency means doing something over and over again, which is a huge part of being disciplined. We develop consistency day by day. Can you create habits that bolster your life?

Those are limitless habits.

So I want you to think about what you're afraid of again. If you were clear, had great content and were consistent, would you be able to knock that fear out? I need you to be able to take this momentum and move forward in your work and in your life. Understand that many times we will unshackle ourselves from our limitation, but still be in that same low place because we haven't moved. So I've given you the keys to discover your limitations and get rid of them. It's up to you now to move

forward. I always think of the parable of the 3 birds. There were 3 birds on a branch. 2 of the birds decide to fly off. How many birds are left? The answer is 3. The 2 birds only decided to fly off, they didn't actually move.

How are you going to move? What are you going to take care of? Who are you going to help? It's time to start answering those questions.

REFLECTION QUESTIONS

What do I fear in my personal life? My business life?

What lack story am I telling myself about opportunities?

What am I not being disciplined about in my life?

What are you clear about in your life right now?

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Your
LIMITLESS
Week
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"If it doesn't challenge you, it won't change you."

LIMITLESS WEEKLY PLANNER

To live a limitless life, you need structure. That's how I developed the Limitless Week. Having a The name of each day means something that you're supposed to get done. When you put a name to something, you assign value to it. Let's discuss each day of the week and understand what they mean. Then we can give our lives some structure. Each day can mean something from a business perspective or a personal perspective. Whether you are a leader in business or staying at home with the kids, we need to have some idea of what we need to get accomplished daily.

Schedule Sunday

We call the 1st day of the week #ScheduleSunday. What does that mean? Sunday is the day I decide what I'm going to do that week. From a business perspective, I plan my social media posts, look at my meetings for the week to see what fits into where, etc. I'm a big believer in white space in your calendar, because if you have ten, twenty or thirty things scheduled in one day, there's a good chance you're not going to get some of those things done. When I'm coaching a client, I'll ask them, "what are the three things you want to get done each day?"

Schedule Sunday is an opportunity to look at your calendar and schedule enough white space that you can accomplish the main things you want to and then move on to lower priorities if you have time. Planning it out this way allows you to see the overarching goal with more clarity.

On the personal side, what commitments do you have with family this week? What personal projects do you want to work on? When you see your business and personal obligations laid out side by side, it's easier to avoid double dipping those responsibilities. My family uses three or four different calendars, but we combine them all into one calendar system so we all know what's going on. I can see ahead of time if a business meeting will conflict with a personal project and work around it. This is how Schedule Sunday gives our lives structure.

Magic Monday

#MagicMonday is one of my favorite days of the week because it's about recapturing the magic. One of the great things about having a three-year-old around is that everything is magical to them. They're looking at everything for the first time. One of my son's favorite things to say is, "Oh. My. GOSH." He pauses and makes it so dramatic, and it's magical. Magic Monday is about creating magic in your work. If you're an independent contractor, or a consultant or you own a business, what magical items are going to make a difference in your work? Is it a five-figure client? A six-figure client? We need a day to concentrate on that and Magic Monday is that day. Take whatever you have in mind and put it into play on Monday. Work on those clients. What phone calls can you make to those magical customers that day? Can you schedule a lunch meeting with a decision maker in that magical organization? The magic comes

many times from concentrating on what we can do to create the opportunities we seek in our business.

When we look at Magic Monday from a personal perspective, what can we do to create magic in our relationships? What can you can do for someone that will be magical? Can you bring them a gift? Can you send them a card? We have to figure out how to make better things happen in our lives holistically, on both a personal and professional level. How can we do more? How can we create more? On Magic Monday, think of something magical that you can do for a loved one.

Talk About It Tuesday

#TalkAboutItTuesday is about making sure that we let others know what we do. Often our customers are right in front of us and we don't even realize it. They could be standing next to us in line at the grocery store or worshipping next to us at church. As an entrepreneur or business owner, we solve problems for people and people are looking for someone to solve problems for them. How many times have you had someone purchase something from one of your competitors and then tell you that they had no idea that you provided the same product or service? We must let people know what we do. I like to say, "I work for funds and not just for fun." To create those funds and take our business to the next level, we need more customers. On Tuesday, we talk about it. We mention our business to everyone we meet. It doesn't mean we pester people to buy our stuff. That's not what we're talking about. Think about saying, "Hey, did you know that I help

people lose weight?" or "Did you know I help organize people's finances?" Listen to people's needs and offer your help where you can. This is how you alert customers to your business. You don't have to shove it down people's throats. Simply give people information so they think of you when they need you.

Let's look at Talk About It Tuesday from a personal perspective. Make it a point to connect with someone you haven't connected with in a while. Part of living a limitless life from a holistic point of view is maintaining our relationships. Tuesday is the day we can focus on that important aspect of our lives. When is the last time you reached out to reconnect with someone? Use Tuesdays to connect with people personally as well.

Work It Wednesday

#WorkItWednesday is all about how we can work *within* our business, not *on* our business. I know most people will say you have to work on your business rather than in your business, but we've got to be an expert at whatever we're doing. Work It Wednesday is when we spend time developing our expertise. How can we do more in our work and in our life? On Wednesdays I spend time looking at webinars and other tools which are relevant to my work. For example, I may concentrate on understanding governmental regulations so I can quote those regulations when working with a client. I can do this because I've chosen a day to brush up on that. Even if it's not your favorite thing to do, you now have a day where you have specifically scheduled it so it gets done.

On a personal level, Work It Wednesday is when we focus on our health. We should think about our health every day, but sometimes life gets in the way. By designating a day to do this, we can avoid letting an entire week go by where we don't think about our health at all. On Wednesday, plan to do your heavy workout, go on a long walk, cut out meat for the day or do whatever you believe is best for your health. Make time to concentrate on you and take care of yourself. Too many times when we think about health, we only think about physical health. Mental health is a huge portion of being limitless. Take some time on this day of the week and do something that relaxes you mentally.

Together Thursday

#TogetherThursday is when you focus on people you may be able to collaborate with. Are you an HR professional who could benefit from working with an accountant? Are you a fitness instructor who could work with a dietician? Is there anyone you can think of who you could create a joint venture with to benefit both of you? Don't just ask how someone can help you, ask how you can help *them*. Remember that people are consistently tuned into radio station WIIFM: What's In It For Me- they're all looking for someone to help them, not someone to help. You can be that person. A limitless person comes with a servant's heart. This attitude will draw people to you. Together Thursday is all about cultivating this attitude. Some of my best connections have originated from me figuring out how I could help. Take this approach into your Together Thursday and make a list of who you can help.

We live in a time when technology takes over everything. Our kids are on their iPads and our spouses are on their phones. Thursday is when we put that stuff away and have dinner together. Family and togetherness is an important part of a limitless life. Spend time with your friends. Do outdoor activities. We all loved going outside to play when we were kids. Now kids play on their Xbox or PlayStation more often than they go outside. Spending time outside with family and friends will help you holistically, in both your work and personal life. That's what Together Thursday is all about. Who are you going to connect with?

Follow Up Friday

#FollowUpFriday is my favorite day of the week. It is about following up on all the things we didn't get done throughout the week. This is your opportunity to pick up the pieces and put them all together. Ask yourself What task can I do? What did I miss? Maybe earlier in the week you got a call back from an important potential client. On Friday, you can make a point to follow up on that. Maybe it's time to send them your proposal again or gift them a fruit basket so they know you are thinking of them. Having a day to follow up on clients allows us to keep them on our mind. Many times on a Friday I will make a mind map of closing opportunities that are outstanding and find new and unique ways to make contact.

Personally, maybe you wanted to talk to a certain family member this week but something got in the way. Follow Up Friday is the perfect day to take them out dinner. Maybe you missed your heavy workout on Wednesday. Make up for it on Friday. We can make this the day that we get to the things we missed throughout the week. At work, everybody is itching to get out on Friday. But we can use this time in a productive way instead. We can tie up the loose ends of the week, allowing us to truly relax during the weekend.

Sanity Saturday

#SanitySaturday is about what you can do on a weekly basis to keep yourself sane. This is from both a personal and work perspective. When you run your own business, there's always something work-related you could be doing. However, self-care is unbelievably important and a lot of people miss it. Saturday is the day to catch up on that. Personally, I love barbecuing. It can be twenty degrees below and I might still go outside and barbecue because that's one of the ways I take care of myself. It's my time to de-stress and relax. It keeps me sane. For you, it might be taking a spin class, doing mindfulness exercises or doing yoga. Whatever it is that keeps you sane, reserve a day of the week for it. Don't book a stressful meeting on Saturday because that is your day to relax. If you use a color-coded calendar, make Saturday a different color than the others to denote that it's YOUR time. This gives you something to look forward to

and we all need that in our lives.

We live through all the slashes. You are a parent, you are a child, a spouse, a boss, an employee, a sister, a brother, etc. You fulfill all these different roles. We must have time to just be us. That is what allows us to have the limitless life that we desire. It allows us to shine.

If you practice the Limitless Week, you'll begin to see improvement. We've seen clients take their stress levels down significantly. It's immensely helpful to have structure in your life and know what you need to get done on each day. Take the time to do this for yourself.

REFLECTION QUESTIONS

How am I going to put the limitless week into practice?

What ways am I going to design my calendar to take advantage of the limitless week?

What is my biggest weak area in my week?

What is my biggest strength area in my week?

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LIMITLESS

Business

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"You can change a whole situation by changing the way you think about it."

When I think about forming a limitless business, it's not just about the money. It's about how we provide for our kids and our grandkids. It's about how we create a legacy. My father, David Carr, Sr. used to talk about being the "picture at the top of the stairs". That meant being the person who changed the legacy of your family. Being the person who took your success to a new level. When you're running a business, everybody's numbers are different. A million dollars might seem out of reach to you or maybe you perceive a hundred million as the first level of success. I'm not going to define success for you when I talk about living a limitless life. You should have a number in your head that is a goal. Or maybe it is an action that we would take. These are things that shape our legacy. We have the ability to create a business that helps people and allows us to provide for ourselves and our families and do what we want to do.

To create that limitless business, you're going to need what we described earlier: Clarity, Content and Consistency.

CLARITY

We need to be clear on what our expectations are for our business when we first get started. We need to be clear on what exactly we want to create. We need to begin with the end in mind, especially financially.

I always ask my clients how much money they want to make. Let's say you want to make a hundred thousand a year. How many hours a week are you willing to put into your business? When you first get started, often you won't be working full-time hours. Let's say you want to work twenty hours a week and make a hundred thousand dollars a year with two weeks of vacation. That's a thousand hours you'll be putting towards your business in a year. If you want to make a hundred thousand dollars that year, you need to make a hundred dollars an hour. Every time we make a business-related decision, we need to ask ourselves if that's a hundred-dollar-an-hour decision.

In corporate America, unless you're in a sales position, you basically get paid no matter what your level of effort is. When you make minimal effort over a long period of time, you might get written up or go through a progressive discipline process, but you're still going to get paid until you lose that job. This sets up a terrible habit of giving minimum effort. As a matter of fact, I always considered the motto of corporate America, "We pay you *just* enough so you won't quit, and you work *just* hard enough not to get fired." When we shift to running our own business, we can't make minimal effort and be successful. It's so easy to do other things to do besides work, so if we're not clear on what our goal is and what steps we need to take to get there, we may not be as successful as would like to be. We must identify what we like to do and what is profitable and find a way to like what is profitable.

CONTENT

We must be clear on what we want to achieve. When we take the wrong path, our outcome will not match our expectations. That means your content of your business goal needs to be clear. Is your goal possible? Yes. Limitless means that you can create whatever want to. But do you have everything you need? If you want to be a financial advisor, you'll need some education in finance. Being limitless is not about pipe dreams. I'm not here to tell you that you can do whatever you want to. I'm telling you that you can do it if you put the effort in. We need to make sure that we have the foundation we need to be successful. If you don't have education, skills or items you need to achieve your goal, who can you work with who does? How can you obtain them?

CONSISTENCY

Now that you have the clarity and the content, you need to be consistent in your actions. This is where most of us fail because we have a goal and an idea of how to achieve the goal, but it's difficult to be consistent in our actions.

Consistency requires drive, energy and action. When we're consistent, we're moving forward and we can look back on what we've accomplished and that turns into more consistency. Once you've made that first deal or gotten that first client, you have something that's repeatable. You can be consistent in those actions. I like to ask my clients what victory is going to feel like for them so that they have something to work towards.

It's not about pipe dreams. It's about building what you need and creating it. Once we have clarity, content and consistency, the next thing we need to figure out is, "how is it scalable?" When your business is just a couple of people we have one set of issues to deal with. Soon it'll be time to scale. You'll add employees and start growing and eventually you'll be out of the startup phase. That's when the structure really starts to become important for us in our business because we have to start motivating other people, not just ourselves. Clarity, content and consistency will become even more important at this stage. When you have employees, you must be clear in your expectations of them. What do you expect them to do? How do you expect them to greet people on the phone? You have a certain way that you've done things and now you need to coach your team to do those things too.

We should also keep in mind that the way other people do things might be even better than the way we do them. We should avoid micromanaging our team. These are opportunities to learn. As a leader, you're going to learn from your employees, but you still need to be clear about what your expectations are. Put them into writing in a handbook or in the job description. Then you can test and monitor and adjust those expectations to your needs.

Once you have made your expectations clear, you need to establish the content of what you expect them to do. Is the content something that your employees can do? Is it within their skillset? Are you asking too much of them? Do you need more employees or fewer employees?

When you're forming an organization, you're developing what's called human resource management, which can be broken down into two categories: organizational structure and human capital. Organizational structure is where we put things into writing and structure our business in such a way that it can succeed. When we fly by the seat of our pants and don't have a process, we can make catastrophic mistakes.

Consistency comes back into play with our employees because we need to treat them consistently. Sometimes people are not consistent in their application of the rules. They either have policies that are not consistent or they don't apply them in a consistent way. Doing this can put us in a position where we're breaking the law and stifling the growth of our organization. Most businesses struggle and fail because of a lack of structure.

THE CHESS GAME

Business is like a chess game. I loved chess growing up. My father taught me at a young age and I had the opportunity to play quite a bit. It expands your mind and allows you to think strategically. We should always be thinking strategically about our business. Let's look at how our business processes are like the chess pieces.



THE PAWN

The pawn is the weakest piece in the game, but it can also be the strongest piece depending on how it's positioned. In business, you need to put your pieces in the right places, so you can strike when you see an opportunity.



THE ROOK

The rook can move an unlimited amount of spaces horizontally and vertically, but needs to have space cleared by its own teammates in order to be a weapon.

What is it that you have in your business that needs the proper setup to be effective?



THE BISHOP

The Bishop has extraordinary striking ability because it can move unlimited spaces diagonally. This allows for you to take different angles to make strategic moves. The bishop also needs an area to be cleared by its teammates so that it can operate.

What tools do you have in your business to approach issues from a different perspective?



THE KNIGHT

The knight is an interesting chess piece because it is the only piece that doesn't require the pawns to move for it to take action. It also moves in the most unorthodox way of all the pieces. What do you have in your business tools that can make a huge difference immediately. This is where we "think outside the box".



THE QUEEN

One of the most important pieces on the board is the queen. The queen is the most powerful piece on your board. It can move horizontally, vertically, and diagonally. That's your people. They're the life-blood of your business. Even if you are running a business individually, you will still have to work with other people. If you have the right people in place, you will dramatically increase your chances of success. You need to guard your queen because if your queen goes down, it's going to be very difficult to win the game. Your people are dealing with your customers when you're not around and they have the power to keep them coming back or run them off. Success lives in your people processes.



THE KING

However, the game is not over until you lose your king. Money is king in business because even if you have phenomenal people, if you're not making money, you're not going to be successful. The king is powerful and can move in any direction it likes, but it can only move one step at a time. Money is the same way. You grow it one step at a time.

When we have a limitless business, we can do some wonderful things. It's important to create achievable goals, come up with a plan on how to accomplish those goals, and start putting everything together.

REFLECTION QUESTIONS

What's my clear objective for my business over the next 90 days?

What tools do I have to accomplish those goals?

What consistent practices can I put into place in my business?

What are your people processes that allow for you to be more financially efficient?

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The 90 Day LIMITLESS Plan

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*"There will be obstacles. There will be doubters.
There will be mistakes. But with hard work, there
are no limits."*

It's time to change your life. Let's talk about your 90 Day Limitless Plan. Are we going to get everywhere in everything that we want within those 90 days? No, but we can take a part of our life and explode it and make a difference. You see 90 day plans out all the time. Why do people choose that amount of time?

It's approximately a quarter of the year and it feels like a nice round number. When we make changes in our life it needs to be as easy as possible.

I want to talk about another number; 13. Thirteen is considered unlucky, but I think it has gotten a bad rap. When we talk about a 90-day plan, realize that it is actually a 13-week plan. Of course, there are 7 days in a week, so 13 times 7 is 91 and so you are approximately 13 weeks, from your breakthrough. Think about that. We change our reality by changing what our perception of a situation. It's all about how we look at something. As far as the perception versus the reality, when you perceive something to be negative, most likely it will be. Let's shift a reality today. This plan is now YOUR lucky 13 plan. In honor of the lucky 13 weeks we have designed 13 key indicators that will change your life as far as success. If we can accomplish these key indicators on a regular basis, then we can change our lives.

What we're going to do with these key indicators is that we're going to put them into a chart and you're going to give yourself a point for every time that you accomplish a task. These are things that we can do every day for ourselves. If you

don't accomplish the task, you're going to take a point away. If we're honest with ourselves, there are going to be sometimes especially in the start of this process where we have negative totals at the end of a week. These are just reminders of how important are goals are and what we need to accomplish.

13 Key Indicators

1. Sleep 7 Hours (1 pt. per Day)
2. Acts of Random Kindness (3 Per week)
3. Self-Care (1 Pt per week)
4. Meditation (1 Pt Per day)
5. Journaling (1 Pt Per day)
6. Celebrate the Wins (1 Per week)
7. Meet Daily Productivity Goal (1 Pt. Per day)
8. 5 Daily Refreshes (1 Pt per day)
9. Daily Water Goal (1 Pt per day)
10. Live the Limitless Week (1 Pt per day)
11. Inspirational Conversations (1 pt per week)
12. Daily Reset (1 Pt daily)
13. Physical Activity (3 Pts per week)

Sleep Seven Hours

The 1st key indicator is to sleep seven hours a night. There are ways that you can make sure that you count this and look how good your sleep is. If you get a Fitbit or any sort of smart watch, it will track your sleep for you. I know that the goal for most people is eight hours. I'm just trying to get you to seven. If you could sleep seven hours a night, it'll make a difference in the things that you get done and how active you are and how ready you are energetically into your life.

Every day that you sleep seven hours in a day, you're going to give yourself a point. If you do not sleep seven hours in that day, then you're going to take a point away. This'll be a great way of you being able to track how your energy coincides with the with your success. When you sleep well then you feel more successful today, and so do that. We're going to give ourselves an opportunity to sleep seven hours.

Acts of Random Kindness

The second key indicator is a random act of kindness,

When is the last time that you held the door for someone or you held the elevator for someone? When is the last time that you paid for the next person in line for you at Starbucks? When is the last time did you did something just to make someone smile? We've got to look for opportunities to make people smile, to make people happy around us because when we put that type of energy out, that type of energy comes back to us, so every day you're going to look for a way of being able to create a random act of kindness for someone.

It can be for someone that you know it can be for someone that you don't know, but to live a limitless life, we can refuel ourselves by doing acts of kindness.

Self Care

We've got to do something to make ourselves feel good. This is not going to be a daily task. This is going to be a weekly test. What is it that you can find each week to be able to know that you're taking care of yourself? What time is it that you can pull out of your schedule for yourself?

Can you go get a manicure each week? Can you go just spend some time to yourself? What is the self care activity that makes you sane? Is it being able to help and be with other people? Is it being around your family? Whatever that activity is that does for you as far as self care, we have to find ways to do more of it. Taking care of yourself has to be an intentional act. Think of how it is that you can care for yourself on a weekly basis. I'm not going to make you do it every day, although we should really take care of ourselves on a daily basis, but I'm not going to make you take care of yourself every day, just once a week.

Meditation

10 minutes of meditation. I'm not a guy that that was really super meditation guy before, but I started to really pay attention to what was going on with me, I started to realize that if I could spend some silent time in thought, that I would be a better person and that improved my relationships and my work. There's plenty of ways that you can search out meditation. There's tons of things you can go find on youtube to be able to start your practice. It is just important to find time to center yourself daily, and reward yourself with a point for doing so. We're literally just saying 10 minutes, so 10 minutes a day of meditation presents you with a time for you to clear your thoughts and for you to really understand what it is that you will want to get accomplished. When we can do that, we can live a limitless life.

Journaling

When we journal, when we write down our thoughts, which bring clarity. Going back looking at old journals that I wrote 10 years ago really gives me perspective on how far I have advanced in my life. When you are busy living your life, it's hard to see the advancements you make. A journal is a snapshot of where you were in your life. It gives you perspective. There may have been something that you thought was the worst problem at the time, that when you look back, you realize it really wasn't that bad. That lets you put your current problems into perspective. Many times we make permanent decisions based on temporary problems. By journaling, and keeping those notes, we can confidently say; I will survive. Journal on a daily basis; it's a key indicator for your limitless life.

Celebrate The Wins

When we do something well, we've got to be able to celebrate it. Take some perspective on your life and realize that you are winning at tasks in your life on a regular basis. We don't pay attention to our gains in life because society frowns on us celebrating ourselves. I remember how angry people got when former NFL wide receiver Terrell Owens declared, "I love me some ME!" Society trains us to focus on all the negative aspects of our lives. When you complain about your life, it allows others to feel comfortable about theirs. There is comfort in that misery. When we recognize the positive and we praise the positive, then it allows us to grow more and so we've got to celebrate the wins in our life.

Now, you want to celebrate those responsibly. It doesn't make sense to celebrate working out with going to go get ice cream because you might undo the good that you did from working out. Make sure that when we celebrate the wins is something that's helpful.

Meet Daily Productivity Goals

Having a target to aim at is a big part of living a limitless life. Every day, we should set a productivity goal. How many calls are you going to make you today for your business? How many different prospects are you going to work with? How many different ways are you going to go about advertising? Whatever those different things are we need to know, and so you need to look at and say, what's my daily productivity goal? And when you meet that goal, give yourself a point. This is huge. As we grow more, we take on more negativity, more bad things in our life. We reflect on all the things that we wished we would have done. Set some goals, then monitor and adjust those goals. We get to grow at what we are doing. When I was lifting weights for football, I would do daily activity to increase my maximum weight lifted otherwise known as "the max". What you do daily affects your final result. Set a daily productivity goal.

Five Daily Refreshes

Oxygen is unbelievably important. Take a moment in between activities throughout the day and take intentional deep breaths. These are intentional pauses that we insert into our day. Being limitless is really about being intentional with your life. Different activities require different skillsets from you. When we have to shift gears, it's a great time to refresh. I set word triggers with my clients. I have them think of 3 words that would describe themselves at their very best. Three words that would describe them at their best in all of the roles they fulfill in their lives. Your 3 words can shift, but are always important for your focus. Let's try a refresh right now. Stand up, and take 5 deep breaths. Now take 30 seconds and repeat your 3 word triggers to yourself quietly. Then take 5 more deep breaths. Just taking a minute for yourself 5 times daily will make a huge difference in your life. Make sure you refresh when making the transition from work to home. It is important to separate those two aspects of your life.

Water

I'm not giving you medical advice as it relates to water, but set a goal. Speak with your doctor and see if it's okay. Set a goal for water intake on a daily basis. And when you hit that goal, give yourself a point. You'll be surprised how water flushes out your system and allows for you to be more clear in your thoughts and allows for you to really be ready for your limitless life. It's a great idea to tie some of your water intake to your refreshes. That gives you a schedule to adhere to.

Water was a huge part of my weight loss journey. I drank at least one gallon of water a day, most days. I found that my body started to crave water and that I didn't feel write if I wasn't taking enough in. Part of my morning ritual is to drink 20 ounces of water as soon as I wake up in the morning. It wakes me up and lets me know that it's time to start another limitless day! Set a water goal. Hit that water goal daily, it's a success indicator.

Live The LIMITLESS Week

In the earlier chapter, you saw the limitless week. There are naming conventions for each day. Every day that you actually focus on and live out that day, give yourself a point. For instance, On Schedule Sunday, you set up your schedule of social media posts for the week, give yourself a point. If it's magic Monday and you've set a meeting with someone who can really make a difference in your business or in your life, give yourself a point. Give yourself a point every time you focus on an activity during the limitless week. Take a point away for each day that you don't complete a task in the limitless week.

Inspirational Conversations

How many inspirational conversations are you having on a regular basis? First let's understand what an inspirational conversation is. When we have an inspirational conversation we are talking about goals and aspirations. It is easy to immerse yourself in everything that is negative in the world. There are many outlets to embrace negativity. As a limitless person, you are a beacon of light. It's your goal to have inspirational conversation with someone every week. When we are talking to them, we are inspiring them and helping them to move forward. Be the light that people need. Listen to your loved ones dreams. You may be the only person that is supporting them that way.

Physical Activity

One of my favorite Tony Robbins quotes is "Motion creates Emotion". The next time you are tired, just get up and move around for a couple of minutes, and notice the difference in your energy. Please consult your doctor before you take on any exercise program, but if we find time to move more in our lives it will make us more engaged and ready for life. In my weight loss journey, I was intentional in my movement. I would park as far away from a store as I could. I would take the stairs instead of an elevator. Now that we have step tracking devices, it can give us a constant reminder of movement. Every day we can devote ourselves to moving more is a win for our lives.

Daily Reset

Every day we've got to reset our thoughts, reset our mind, reset the things that we wanted to get done and that we wanted to get knocked out. Take 10 minutes at the end of day and review your progress. If we want to create a limitless life, we have to be intentional in reviewing and adjusting. This is not just a review; use this as an opportunity to reset your vision daily. If you take this 90 days seriously, it will change your life.

REFLECTION QUESTIONS

What is my weekly point goal?

What areas are my easiest to create points in?

What areas are my hardest to create points in?

90 Day Limitless Weekly Chart

1. Sleep 7 Hours

2. Acts of Random Kindness

3. Self-Care

4. Meditation

5. Journaling

6. Celebrate the Wins

7. Meet Daily Productivity Goal

8. 5 Daily Refreshes

9. Daily Water Goal

10. Live the Limitless Week

11. Inspirational Conversations

12. Daily Reset

13. Physical Activity


90 Day Limitless Weekly Score Range

65-55 The LIMITLESS Week

54-45 A Terrific Week

44-35 A Great Week

34 and Below Improvement Zone

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Oginga Carr is an author, national speaker, small business strategist, seminar leader and consultant. He brings 19 years of experience in sales, management, and Human Resources. His passion is in the dynamic of change; dealing with it, working through it, and preparing for it. He has served as a magazine publisher, radio show host, TV show host, Executive Director of a nonprofit foundation and many other capacities. Oginga's motivational programs focus on leadership, communication, success, and perseverance. He also trains organizations in Human Resources and Social Media Marketing.

