

## Nothing to Lose, Everything to Gain

Ryan Blair- 2011

- Ryan describes his journey of his troubled youth and gang membership to a successful entrepreneur. The lessons he learned in his youth were the foundations of his business success.
- His guide is for people who are willing to put in hard work, time and dedication to see their vision to the end.
- Rather than playing it safe, he proposes that a *nothing to lose* attitude will force you out of your comfort to go for it.
  
- Coming from the bottom is the source of *nothing to lose*. When you are backed into a corner, your survival instincts kick in. Blair says a domesticated person will ignore their instincts, turtle and give up. The other will go with their instincts and fight to the end.
- This principle applies in business as well. Some people are all talk and settle for less. Others are relentless. Which one are you?
- If you are starting your own business, you can't settle for less. You can't think like an employee and play it safe. You have to push yourself every day, get better every day, learn every day.

### Ryan's 10 steps

1. Work your ass off
  2. Don't give up, ever.
  3. When faced with defeat, rise to your feet. –Dr. Dre
  4. Keep angling till you find your angle, then play your angle.
  5. Sacrifice
  6. You'll survive, no matter how bad it is – it isn't so bad as it could be.
  7. Shake off your mistakes, but try not to repeat them.
  8. Be grateful- most people don't have a dream.
  9. Remember that you are not safe. Even if you are on the right track, you will get run over if you just sit there.- Will Rogers
  
  10. Go big, have fun. If not, you either quit, die unhappy, or have a midlife crisis and blow your success.
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- Blair shares some Golden Rules or philosophies from *The Jail cell to the boardroom*.
  - Life is theatre; everyone is an actor- some in the lead, some in the supporting cast. (Teamwork and communication)
  - When you have failed at something, ask yourself why (hansei concept- Shibumi Strategy)
  - Marketing exists to create sales or exposure x conversion = result
  - Service is the greatest opportunity to differentiate
  - “Don’t fear your competitor; they’ll never send you money. Fear your customer”. Jeff Bezos
  - Being people orientated is not an acquired skill.
  - “An army everywhere is an army nowhere”. – Sun Tzu
  - “There is no finish line.” – Bob Grogen
  
- Seize the day. Look for your opportunity, do your homework and jump in with both feet. If its worth doing, its worth doing right (not half way).
- Find mentors, people who are better than you are and learn from them. It’s a great way to get better. It is also builds relationships and extends your support network.
- Many people are on the death cycle- the grind day in, day out. To break out of it, you need to find your motivation, go out on the skinny branches and go for it (Feel the Fear and Do It Anyways). Find your passion.
- Complacency is the death to any business. So is being too successful too quickly. With the former you lose your creative edge. With the latter, your true passion can become skewed and you may forget why you started in the first place.
  
- What Ryan proposes are not new business concepts. What is new anyways? For many of us, it is a validation of what we have learned already.
- What he does give you is an insight to what your own mindset can / should be. If you have your own business, stay true to your passion and don’t play it safe- ever.