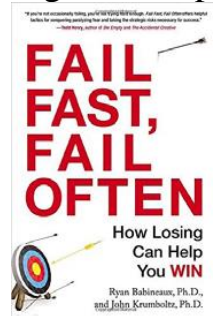


CHRIS SWENSON'S MASTER NOTES MASTER PRIVATE PRACTICE IN LESS TIME

Fail Fast, Fail Often

How Losing Can Help You WIN



BY RYAN BABINEAUX, PH.D., AND JOHN KRUMBOLTZ, PH.D. • TARCHERPERIGEE © 2013 •
208 PAGES

"The point of this book is to help you take action in your life. You might think of it as 'Action 101' because we teach the basics of getting going and making things happen, even though you may feel apprehensive, unprepared, or afraid of failure."

The ideas presented here arose out of our work as career counselors and educators. In talking to thousands of individuals about their work, we made an important discovery: People who are happy and successful spend less time planning and more time acting. They get out into the world and try new things, make mistakes, and in doing so, benefit from unexpected experiences and opportunities. ...

In the following pages you will find advice on how to follow your interests and take action, even though you may be unsure of your career plans, feel stuck in a rut, or be apprehensive of failure. We provide practical advice on how to trust your enthusiasm and allow it to guide you, break free from habitual behaviors and initiate new adventures, act boldly with minimal preparation, and leverage your strengths for rapid change. Each chapter includes a discussion of cutting-edge research, inspiring stories from the lives of famous and ordinary people alike, and specific steps to put ideas into practice to enact immediate change in your life."

~ Ryan Babineaux, Ph.D., and John Krumboltz, Ph.D. from *Fail Fast, Fail Often*

BOOK DESCRIPTION (from Amazon)

"Bold, bossy and bracing, Fail Fast, Fail Often is like a 200-page shot of B12, meant to energize the listless job seeker." —New York Times

The path from frustration to fulfillment has already been discovered. Hundreds of thousands—even millions—of people started with nothing and achieved great success. In this book, Tracy presents a simple, powerful, and

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effective system for setting and achieving goals—a method that has been used by more than one million people to achieve extraordinary things.

Using the twenty-one strategies Tracy outlines, you'll be able to accomplish any goal you set for yourself—no matter how big. You'll discover how to determine your own strengths, what you truly value in life, and what you really want to accomplish in the years ahead. Tracy shows how to build your self-esteem and self-confidence, approach every problem or obstacle effectively, overcome difficulties, respond to challenges, and continue forward toward your goals, no matter what happens. Most importantly, you'll learn a system for achievement that you will use for the rest of your life.

NOTE INTRODUCTION

Everyone seeking to grow a great practice will need to go from frustration and fear to fulfilment. The road we need to travel on is filled with many gremlins seeking to imprison us in our minds, doubting our abilities, and questioning our very existence. Learning to navigate the waters to success requires some challenging reframing of our beliefs. This book highlights many of them! When you first begin to take on a new mindset it can be scary. However, it is necessary if you want sustained practice success! Here are a few of the takeaways from this great book. I highly recommend you sitting down at some point and reading the whole book. At least for now, start with these ideas...Let's get started!

Purchase a copy by clicking here: [FAIL FAST, FAIL OFTEN](#)

THE FUN METER CHALLENGE

"Your great-uncle was a crazy inventor, and his proudest accomplishment was the creation of a wrist-worn gadget he called the fun-meter. It records a measure of the degree of enjoyment you are experiencing—how enthusiastic, vital, curious, and appreciative you are feeling. It rates enjoyment on a scale of one to ten, with one being down-in-the-dumps and ten being happy-as-can-be. The stipulations of your uncle's will are the following: You are to wear the fun-meter at all times. Each day the fun-meter will take the highest enjoyment reading for the day and wirelessly transmit it to the estate attorney's office. If the reading never falls below a value of seven over the course of the next year, then you will receive the \$100 million. But if on any day the high for the day falls below seven, then you will receive nothing. Let's say you decide to take on the challenge of wearing the fun-meter. Right away you are going to have to live life like it really matters. You can't let a single day pass without finding time to have at least a few moments of unadulterated joy. So here's the question: What action would you take on the first day?" ~ Ryan Babineaux, Ph.D., and John Krumboltz, Ph.D. from Fail Fast, Fail Often!

Many of us set out in private practice to have more joy and freedom in our lives. Once we get caught up in the business and soon we feel taxed, worn out, and not a lot of juice in the gas tank for any kind of joy.

Imagine living and operating your practice at level 7 or above with your fun meter! How different would you day look?

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You can certainly read the highlighted description above and imagine taking the challenge. However, the real challenge is finding a way to bring this fun into your life consistently.

If you were able to find ways to operate your practice with fun, what impact would that have on your clients? Your family? Your friends? And your life?

So, what actions are you going to take to bring more fun into what you do? Trust me, the results will be amazing!

TAKING RAPID QUICK ACTION IS THE KEY TO SUCCESS

*"We like this story because it points out an important principle: successful people take action as quickly as possible, even though they may perform badly. Instead of trying to avoid making mistakes and failing, they actively seek opportunities where they can learn quickly. They understand that feeling afraid or unprepared is a sign of being in the space for optimal growth and is all the more reason to press ahead. In contrast, when unsuccessful people feel unprepared or afraid, they interpret it as a sign that it is time to stop, readdress their plans, question their motives, or spend more time preparing and planning. Let us ask you some questions: When was the last time you accomplished something that you were really proud of? How did you feel in the time before you reached this accomplishment? Was it comfortable? Easy? Did you have to do things that pushed you beyond your abilities? Did you make mistakes and mess up? If you are like most people, you will probably find that the times in your life when you grew and accomplished the most are also the times when you made the most mistakes and blunders and had to overcome the greatest obstacles." ~ Ryan Babineaux, Ph.D., and John Krumboltz, Ph.D. from *Fail Fast, Fail Often!**

Many of us therapists have to fight through all that fear of making mistakes, failing, and feeling unprepared. It is important to switch that mentality to a more successful mindset and begin to embrace the risk.

Successful practice owners understand that feeling afraid or unprepared is nothing but the turbulence we all need to fly through on our way to success. In other words, those feelings are just the weather they are experiencing at that time.

Darkness gets in our heads and invites us to interpret those feelings as signs to stop and gets us to question ourselves. Learning to challenge this invitation is key!

Having that understanding that mistakes are not necessary, THEY ARE ESSENTIAL is what a successful practice owner understands!

We learn to be better and we become better when we face our fears and go for it! Take some time to process this idea; it is really important!!!

IF YOU WANT TO BE SUCCEED, YOU MUST FIRST BE BAD

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"What do innovators like Chris Rock, Howard Schultz, and Ed Catmull have in common? They are willing to fail time and time again in order to get their bearings, move forward, and learn. Successful people understand that the best way to learn about something and get good at it is to fail at it as fast as they can. Since every significant accomplishment is preceded by flops, bad ideas, false starts, and failed efforts, these people are willing to fail as quickly and as often as possible to get it out of the way. Instead of studying, preparing, and delaying so as to avoid making mistakes, they find ways to immediately take action, create, or do something even though they know their efforts will fall short of perfection (or even minimal competency). Since success is usually preceded by bumbling starts and botched efforts, you can think about anything you would like to succeed at in terms of how you must first be bad at it. You can put it in this form: If I want to succeed at _____, I must first be bad at _____. ~ Ryan Babineaux, Ph.D., and John Krumboltz, Ph.D. from Fail Fast, Fail Often!"

It can be quite scary when you first begin to operate from a new mindset! That's OK! We ask our clients all the time to do this. Perhaps it's time we walk the walk!

The quickest way to learn is to dive in and learn from your mistakes. In fact, what if it was gonna take you 100 failures before you finally reach the success you've always dreamed of? Wouldn't you want to get started as soon as you can?

It is important to be aware of when Darkness creeps in your mind sabotaging you. Watch out when you notice yourself spending too much time studying, preparing, and delaying. Take ACTION! Take ACTION!!

Giving yourself permission to be bad at something at first helps! Fill in the blanks as noted in the highlight above.

If I want to succeed at _____, I must first be bad at _____.

Put it to use and get going towards your dreams!!!

WHEN PARALYZED, TAKE SMALL ACTIONS

"It can be difficult to get started on big projects such as changing your career path, reorganizing your office, or establishing a healthier lifestyle. When you find yourself becoming paralyzed because you are unsure of how to proceed, it is time to stop worrying about your difficult goals and to focus instead on finding one small thing to do. No matter how confused or chaotic your life may be, you can always find one positive step to take. By taking that first step, you get things moving and open yourself to new opportunities, making it easier to take the next step. So what next step would you like to take? It can be anything that will allow you to learn, explore, or make progress at something that is important to you. The point is to get moving and make things happen, not to strive for a significant accomplishment. The smaller and easier your action step, the better! One of the hallmarks of the small wins approach is that you often don't know where your actions will lead. So don't worry about trying to follow a linear path. Just have fun taking lots of little steps and enjoy the surprise of being led to unexpected places." ~ Ryan Babineaux, Ph.D., and John Krumboltz, Ph.D. from Fail Fast, Fail Often!

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Many times as therapists we all feel overwhelmed and confused about what big project or projects we should be focusing on. It's as if we seem paralyzed and not sure what to do.

This is another effect of Darkness working in our minds! Darkness will direct your focus upon ALL your difficult goals; creating overwhelm and confusion.

The way out...pick one small step and do it! Staying paralyzed gets you nowhere!

Next time you find yourself feeling this way, ask yourself, "What is one small step towards my goals that I can do right now?" Then go do it! Keep working on the small steps until you reach the great heights!!

EMBRACE THE CHALLENGES

*"Here you might be saying: 'Well, all this talk sounds nice enough, but no matter how you spin it, it's still no fun to fail.' It is certainly true that no matter how positive-minded you try to be, it can be painful when things don't work out the way you want—when your application isn't accepted at an elite school, you don't get the job, your artwork isn't taken by a gallery, your business doesn't catch on, or you find that you aren't as talented as you hoped. When this happens, it is going to feel disappointing. It may make you doubt your intelligence, abilities, and ideas. That's OK. It is a short-lived pain that will go away. This is nothing compared to the fear of failure, which drains your vitality and paralyzes you from taking the actions that bring joy and meaning into your life. It may help to accept the unpleasantness if you consider its alternative—living a stuck-in-the-rut life. ... If you want a life filled with passion and growth, then the discomfort of failure is part of it. So acknowledge your disappointment and then move beyond it." ~ Ryan Babineaux, Ph.D., and John Krumboltz, Ph.D. from *Fail Fast, Fail Often!**

No, it is never fun to fail! It is never comfortable when things don't go your way either! However, if you want to reach the land of private practice success, then you will need to learn to embrace these times as they are part of the weather we experience on the road to success!

If you really want to create the practice of your dreams, then you will experience disappointment, doubt, and many other unpleasantnesses.

Remember, these are all temporary and part of the process to creating a thriving practice!

So acknowledge your difficult feelings and then move beyond them! This is what creates a stronger, wiser, and more resilient person who has a joyful fulfilled life!

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ABOUT THE AUTHOR OF “FAIL FAST, FAIL OFTEN”

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Ryan Babineaux, career counselor and co-creator with John Krumboltz of the popular Stanford University continuing studies course “Fail Fast, Fail Often,” received his Ph.D. from Stanford University in educational psychology and his M.Ed. from Harvard University in psychology and human development. Learn more about Ryan: happenstancecounseling.com.



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Chris Swenson is a true [Private Practice Warrior](http://imchrisswenson.com) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>