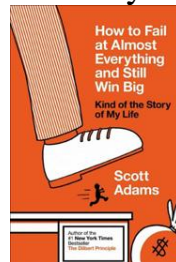


CHRIS SWENSON'S MASTER NOTES MASTER PRIVATE PRACTICE IN LESS TIME

How to Fail at Almost Everything and Still Win Big

Kind of the Story of My Life



BY SCOTT ADAMS · PORTFOLIO / PENGUIN © 2013 · 247 PAGES

“When I was in my twenties, I didn’t know anyone who could tell me how to become a cartoonist, how to write a book, or how to be successful in general. This was a big obstacle to my success. It seemed as if other people were benefiting greatly from the wisdom of their friends and families. That’s exactly the sort of inequality that pisses me off and motivates me at the same time. As a result, I’ve spent decades trying to figure out what works, and what doesn’t, on the topic of success. If you want to be successful, in just about any field, let me be your starting point. I’ll describe over the course of this book a sort of template for success that can serve as your launching pad. I won’t always have the right formula for your specific situation, but I can help narrow your choices.” ~ Scott Adams from How to Fail at Almost Everything and Still Win Big

BOOK DESCRIPTION (from Amazon)

*Scott Adams has likely failed at more things than anyone you’ve ever met or anyone you’ve even heard of. So how did he go from hapless office worker and serial failure to the creator of Dilbert, one of the world’s most famous syndicated comic strips, in just a few years? In *How to Fail at Almost Everything and Still Win Big*, Adams shares the game plan he’s followed since he was a teen: invite failure in, embrace it, then pick its pocket.*

No career guide can offer advice that works for everyone. As Adams explains, your best bet is to study the ways of others who made it big and try to glean some tricks and strategies that make sense for you. Adams pulls back the covers on his own unusual life and shares how he turned one failure after another—including his corporate career, his inventions, his investments, and his two restaurants—into something good and lasting. There’s a lot to learn from his personal story, and a lot of entertainment along the way. Adams discovered some unlikely truths that helped to propel him forward. For instance:

- *Goals are for losers. Systems are for winners.*

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- “Passion” is bull. What you need is personal energy.
- A combination of mediocre skills can make you surprisingly valuable.
- You can manage your odds in a way that makes you look lucky to others.

Adams hopes you can laugh at his failures while discovering some unique and helpful ideas on your own path to personal victory. As he writes: “This is a story of one person’s unlikely success within the context of scores of embarrassing failures. Was my eventual success primarily a result of talent, luck, hard work, or an accidental just-right balance of each? All I know for sure is that I pursued a conscious strategy of managing my opportunities in a way that would make it easier for luck to find me.”

NOTE INTRODUCTION

So how do you fail at almost everything and still win big? Well, here is a great book that describes just how you can do that. As therapists in business we seem to be trapped and held back by fears of failing and not making it. With the suggestions and ideas from this note you will be well on your way to developing the practice of your dreams. I highly recommend you purchasing this book so you can get the full onslaught of ideas and suggestions. You can purchase the book by clicking here: [HOW TO FAIL AT ALMOST EVERYTHING AND STILL WIN BIG](#)

SYSTEMS VS. GOALS MODEL

“You could word-glue goals and systems together if you chose. All I’m suggesting is that thinking of goals and systems as different concepts has power. Goal-oriented people exist in a state of continuous presuccess failure at best, and permanent failure at worst if things never work out. Systems people succeed every time they apply their systems, in the sense that they did what they intended to do. The goals people are fighting the feeling of discouragement at every turn. The systems people are feeling good every time they apply their systems. That’s a big difference in terms of maintaining your personal energy in the right direction.

The systems-versus-goals model can be applied to most human endeavors. In the world of dieting, losing twenty pounds is a goal, but eating right is a system. In the exercise realm, running a marathon in under four hours is a goal, but exercising daily is a system. In business, making a million dollars is a goal, but being a serial entrepreneur is a system.

For our purposes, let’s say a goal is a specific objective that you either achieve or don’t sometime in the future. A system is something you do on a regular basis that increases your odds of happiness in the long run. If you do something every day, it’s a system. If you’re waiting to achieve it someday in the future, it’s a goal.” ~ Scott Adams from *How to Fail at Almost Everything and Still Win Big*

So, are you a systems person? Or, a goal person?

Don’t get me wrong, I think having both can be advantageous! However, focusing on developing tremendous systems is where the power is at!!!

How so..

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Well, pretty clearly, the goal is the end result you are looking for. Whereas, the system is the vehicle which actually gets you to your goal.

Consistently executing your system is what you have control over and is completes the work necessary to accomplish your goal.

Do you have a goal in mind? What systems or daily practices do you need to create in order to get you to your goal?

Once you have identified those systems, then focus on consistently executing those systems!!!! Then watch the magic happen!!!

WHAT PRICE ARE YOU WILLING TO PAY

“One of the best pieces of advice I’ve ever heard goes something like this: *If you want success, figure out the price, then pay it.* It sounds trivial and obvious, but if you unpack the idea it has extraordinary power.

I know a lot of people who wish they were rich or famous or otherwise fabulous. They wish they had yachts and servants and castles and they wish they could travel the world in their own private jets. But these are mere wishes. Few of these wishful people have *decided* to have any of the things they wish for. It’s a key difference, for once you decide, you take action. Wishing starts in the mind and generally stays there.

When you *decide* to be successful in a big way, it means you acknowledge the price and you’re willing to pay it.” ~ Scott Adams from *How to Fail at Almost Everything and Still Win Big*

Time to stop wishing you had a better business. And make the decision to create that better business.

However, Scott Adams does make the statement, “*If you want success, figure out the price, then pay it.*” In other words, what is the price you will need to pay to truly achieve your greatness. This is not exclusively meaning dollars. Rather, meaning what are you willing to go through and face on the road to success.

The road to success almost always goes through the jungle of insecurity and challenges.

Everything has its price. What are you willing to pay to accomplish your dreams?

MATCH YOUR MENTAL STATE TO YOUR ACTIVITY

“One of the most important tricks for maximizing your productivity involves matching your mental state to the task. For example, when I first wake up, my brain is relaxed and creative. The thought of writing a comic is fun, and it’s relatively easy because my brain is in exactly the right mode for that task. I know from experience that trying to be creative in the midafternoon is a waste of time. By 2:00 P.M. all I can do is regurgitate the ideas I’ve seen elsewhere. At 6:00 A.M. I’m a creator, and by 2:00 P.M. I’m a copier.

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Everyone is different, but you'll discover that most writers work either early in the morning or past midnight. That's when the creative writing juices flow most easily." ~ Scott Adams from *How to Fail at Almost Everything and Still Win Big*

A simple formula... $\text{MENTAL STATE} = \text{ACTIVITY}$. Does your particular mental state match the intended activity? You are most productive when the two match up!

Take doing your progress notes as an example. If your mental state is not matching to complete your notes, you will struggle and be less productive. Find that time when your mental state is at its best and do your notes then. That way you will save time and be more productive.

Needing to write content for your blog? When are you most creative? Then schedule to do your blog writing at that time.

Always look to match your mental state with the particular activity for improved production!!!!

ESTABLISH YOUR ROUTINES

"Barry Schwartz, author of *The Paradox of Choice*, tells us that people become unhappy if they have too many options in life. The problem with options is that choosing any path can leave you plagued with self-doubt. You quite rationally think that one of the paths not chosen might have worked out better. That can eat you.

Choosing among attractive alternatives can also be exhausting. You want to feel as if you researched and considered all of your options. That's why I find great comfort in routine. If you ask me today where I will be at 6:20 A.M. on a Saturday morning in the year 2017, I'll tell you I will be at my desk finishing the artwork on some comics I drew earlier in the week. That's what I was doing last Saturday at that time and what I plan to do this Saturday as well. I can't recall the last time I woke up and looked at my options for what to do first. It's always the same, at least for the first few hours of my day." ~ Scott Adams from *How to Fail at Almost Everything and Still Win Big*

Consistency is what you are after here. You need to consistently execute your systems each and every week. Having those tasks scheduled each week will go a long way to getting them done.

The mental game is for Darkness to get you to focus upon all the other options (shiny objects, lol) and then getting you to break your routines.

Establish great routines, stick to them, and you will be amazed at how much you get done and how successful you may become.

Remember, Darkness doesn't like your routines...unless you are routinely doing what IT wants and not what YOU want.

Another trick, schedule your most important tasks right away in the day before the craziness of the day gets to you!



YOUR MENTAL SUPERPOWERS

Your brain is wired to continuously analyze your environment, your thoughts, and your health and to use that information to generate a sensation you call your attitude. You know from experience that you do better work, and you more enjoy life, when your attitude is good. If you could control your attitude directly, as opposed to letting the environment dictate how you feel on any given day, it would be like a minor superpower. It turns out you have that superpower. You can control your attitude by manipulating your thoughts, your body, and your environment. Your attitude affects everything you do in your quest for success and happiness. A positive attitude is an important tool. It's important to get it right." ~ Scott Adams from *How to Fail at Almost Everything and Still Win Big*

When it all comes down to it, your attitude is by far the most important factor you will have towards continued success.

As therapists we are all aware and already know how to take control of our attitude by manipulating our thoughts, our bodies, or our environment.

Simply put, use your mental superpowers to generate the most empowering attitude you can. Then propel yourself to success consistently. The game of darkness is to get you caught up with letting the environment determine your attitude. Your goal is to catch that, then redirect it to an empowered stance despite what is going on around you!!

DEVELOP HIGH VALUE PREDICTABLE HABITS

"If you want to make a habit of something, the worst thing you can do is pick and choose which days of the week you do it and which ones you don't. Exercise becomes a habit when you do it every day without fail. Taking rest days between exercise breaks up the pattern that creates habits. It also makes it too easy to say today is one of your nonexercise days, and maybe tomorrow, too." "I exercise at lunchtime because mornings are better for my creative work and afternoons are unpredictable in terms of work and family time. Other successful exercisers get up long before the sun to do their workouts. Still others go straight from work to the gym. In each case the key is to have a predictable system. The method that *never* succeeds is exercising whenever you have some spare time. If you're like most adults, you haven't had spare time in years." ~ Scott Adams from *How to Fail at Almost Everything and Still Win Big*

Developing the right business habits of getting stuff done is quite important to the ongoing success of your practice. Habits need to become systems that are scheduled and performed very consistently.

I really like how Scott puts it when he states how you can't wait until you have spare time to do what is important.

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Take a look at what habits or systems you need to consistently execute. Then spend some awareness on how often you are actually engaging in these habits. Where are you spending your time? Is that productive? Do you need to create time for those high value priorities you are not doing?

Your business grows and develops from these predictable high value habits!!

WHY NOT YOU?

“Realistically, what were the odds of being the first person on earth to beat a focal dystonia? One in a million? One in ten million? I didn’t care. That person was going to be me. Thanks to my odd life experiences, and odder genes, I’m wired to think things will work out well for me no matter how unlikely it might seem.” ~ Scott Adams from *How to Fail at Almost Everything and Still Win Big*

Going after your dreams can seem quite challenging. Darkness will always seek to get you hold back and create fear.

Someone will be creating that practice you dream of, why not you?

Someone will be writing that book, developing that program or course, why not you?

Someone will be successful in private practice, why not you?

Go for it...Chase your dreams!

ABOUT THE AUTHOR OF “HOW TO FAIL AT ALMOST EVERYTHING AND STILL WIN BIG!”



SCOTT ADAMS

Scott Adams is the creator of Dilbert, one of the most popular and widely distributed comic strips of the past quarter century. He has been a full-time cartoonist since 1995, after sixteen years as a technology worker for companies like Crocker National Bank and Pacific Bell. His many bestsellers include *The Dilbert Principle* and *Dogbert's Top Secret Management*

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Handbook. He lives outside San Francisco. Get book [here](#). Connect with Scott at Dilbert.com.

ABOUT AUTHOR OF THIS MASTER NOTE



CHRIS SWENSON

Chris Swenson is a true [Private Practice Warrior](#) 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://imchriswenson.com>