

**DAVE BROWN** / **RUN** YOUR LIFE  
THERE IS NO FINISH LINE

7 STEPS TO A PERFECT DAY



*Dave Brown*

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# Introduction



Hello. My name is Dave Brown and I want to congratulate you for taking the time to download this Ebook.

If you're looking to change your life then you have to change your daily routine. This Ebook will help you do that, so you can create a life by design and live your perfect day...everyday.

One of those most important things we can do in our lives is [always seek to improve](#). As an entrepreneur I always make sure that I allot time each day to do things that help my growth, improve my skill sets and enrich my knowledge. I implore you to do the same and that's why I'm excited to share with you the not-so-obvious 7 daily steps that will assist you in living your full potential and create your perfect day.

Before we get started, I wanted to take a moment to introduce myself to you, and let you get to know me a little better. Many of you out there will know me for my success in the real estate industry. I've been in the business for over 15 years and also have an extensive background in internet and affiliate marketing. Over the years I have shared my knowledge with hundreds of experienced and novice entrepreneurs alike. I am passionate about assisting others in obtaining the same level of success that I have and it gives me great pleasure to share that knowledge to my followers, students and clients.

I want you to also know that I am much more than a successful real estate investor and marketer. In my life outside of investing and marketing I am a father, son, brother, friend, entrepreneur and avid runner.

I have been successful in many ventures in my life and owe each success to all the failures I've endured along the way. I have fallen and failed more dramatically, and more deeply, than most would ever care to imagine. However, I have also been able to take the knowledge and experience from those failures and use them as powerful lessons for my greatest successes.

**“Every Man Dies.  
Not Every Man Really Lives” ~Braveheart**

Everything in your life and mine has happened base on our past actions or inactions. As I've gotten older and reflect back on all the things that happened in my life up to this very moment I understand more than ever that there are no accidents in life. There are no coincidences, shortcuts, and there is no such thing as luck. People who prepare, take action, and never give up make their own luck. You're either preparing to succeed by taking action to get better, or preparing to ponder what you missed out on by sitting on your ass.

Sorry, but if you tend to be uncomfortable with straight talk, then please consider yourself warned up front. I don't sugarcoat things. I believe that life is very short and the quicker that you just get to the cold hard facts, the quicker you can deal with them. I'm going to talk

to you about leveling up and what it takes to take things to the next level. **Why am I qualified to talk about this?**

Well, I told you earlier it has a lot more to do with failing, than it ever has to with succeeding.

In 1991 I turned 18 years old, graduated high school and was handed a CD account with \$80,000. It was my inheritance from my father who passed away when I was just three years old. I wish I knew then what I know now, but such is life. That money was gone in 5 years. It got me through college, a nice car that most teenagers only dream about, and a lot partying but that's about it. Needless to say, besides paying for school I was completely irresponsible with it.



Never having a father figure in my life was tough. In one aspect I was always one step behind in life when it came to responsibility, finances, discipline, and things that only Dads can really help instill in their son. But, that loss also gave me my why. Which is to be the father that I never had to my 2 children.

It's the biggest single reason why I'm an entrepreneur. It gives me the time and freedom to always be there for them. I'll never miss a dance recital, basketball practice, or turn down a chance to chaperone a field trip because of work or the "9-5" grind.

After playing Division 2 basketball, an experience that was short lived due to some injuries, I transferred to Oneonta State where my best

friend was attending school. It was the first time I ever quit anything but I was unhappy and home sick. Five years of college and \$80,000 dollars later I was broke. Luckily I picked up the skill of pouring drinks and made a decent living paying the bills as a bartender until 2004. It was then that a certain event was about to alter my life and I had to make a change.

My daughter was about to be born. At the time I held a demanding position in the restaurant business, and I realized that position would significantly limit the time I would be able to spend with her. I knew I had to choose a different path. A path that didn't require late nights and working every weekend. That's when a friend of mine talked me into getting my real estate license.

I was always interested in real estate. I dreamed about where the business would take me and I was excited about the prospect of investing and flipping houses for profit. But I had never felt the time was right to take the plunge until that moment. I leapt right into the real estate world, anxious to realize my dreams. However, as those of you who have also taken the plunge know, it is not as simple as it can seem.

Once you go through the process of getting your real estate license you soon realize that the moment you hang your hat with a brokerage it becomes all about the "retail" business. Brokers and agents all pushing you and training you on how to list houses and drive buyers around, etc. Don't get me wrong...I had great success as a Realtor. I did over 50 short sales in a 3 year period, was an REO broker, worked with a ton of clients and closed hundreds of houses...but I never felt satisfied.

Around 2006, in addition to being a Realtor, I became the Head of Sales at an Equipment finance company. We financed heavy machinery like bulldozers, excavators, and dump trucks, as well high end commercial printing equipment. I was responsible for a small business with an annual sales revenue of 3 million dollars and growing. I was living quite comfortably, cashing in on commissions that brought me to my first six figure income. Between the years of 2004 and 2006 I bought a house, an investment property, a couple new cars and began raising a family. I was living the dream and life was really great but I still wasn't satisfied.

I wasn't passionate about what I was doing and because of that, I never worked hard enough to take things to the next level. Sure, the experience of being an entrepreneur and running a highly successful business taught me a lot about how to be successful. However, it also taught me a lot about what I didn't want. Eventually, I realized that what I was doing was not going to give me the life I truly wanted. When that realization hit I began to look for something else, constantly searching for the opportunity that I could help me create the life I wanted.

I began researching [how to get started in real estate investing](#). I found some great info online about flipping houses and doing rehabs. One of the things I stumbled across was a marketing system I could buy



territory rights to. This would surely provide me with the house seller leads I needed to get things off the ground. I immediately signed up for my exclusive territory figuring it would be the answer to all my prayers. Haha, boy was I wrong.

I tried to learn all I could about how I could do my first real estate deal. I was very optimistic at first but then the frustration set in and the reality of actually doing that first deal seemed daunting. Not only that, but it was all about to come crashing down as I was only a few months away from experiencing my first major life lesson.



I was doing well, but not well enough. I was still irresponsible with money and I found myself overextended financially. In 2008 the housing collapse reared it's ugly head and in less than 2 years I lost everything: my houses, cars, and even my marriage. I never set myself up to survive and I paid the price. At 37 years old and

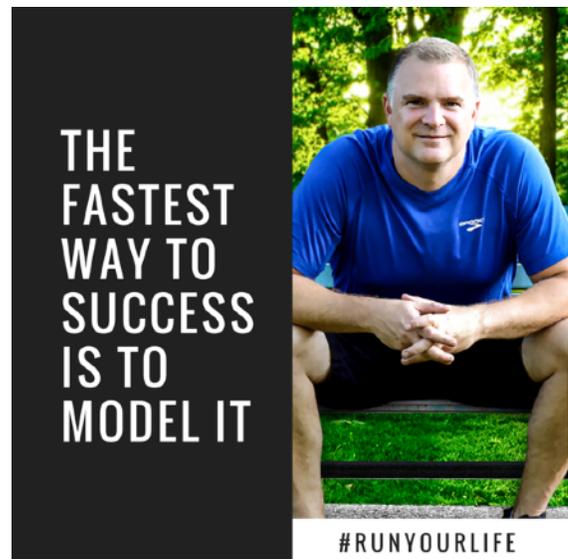
with 2 kids, I found myself financially and emotionally bankrupt.

I was strapped for cash and credit, and the idea of being a real estate investor seemed very unrealistic to say the least. I really wasn't sure how I was going to pull it off but I had to do something...and fast! The first real doubts had just settled in when I got an email that changed my life.

## Starting Over...

That email was from an entrepreneur named Kent. He was the owner of the [motivated seller marketing system](#) I purchased and was just extending a personal thank you for being a client. But I saw a chance to surround myself with someone who was doing what I wanted to do at a very high level. I stayed in contact with him, constantly reached out for advice, attended his events, took his coaching and bought his trainings. That was 8 years ago and Kent has been instrumental in my success...not only as a coach and mentor but also as a great friend.

That was my second major lesson in life, so with that let me give you a little advice. The fastest way to succeed is to model successful people who are doing what you want to do and who are doing those things at a very high level. I'll further address this principle later.



I'll never forget it because it was a turning point in my business. In 2009 we were sitting in the lounge of a Hotel at a Real Estate Investing event killing some time. I was explaining to Kent the challenges and frustrations I was having with doing my first real estate investing flip. That's when he interrupted me and said....

“You know what your problem is?” I was really taken back by such a direct question and replied with a chuckle...“No...no I don't”. Kent replied, “Your problem is that you THINK like a Realtor.”

What he was trying to tell me was that I was so wrapped up in being a real estate agent that it was holding me back from becoming an investor. I was thinking like a Realtor, not an investor. I was thinking like a consumer not like a creator. I was missing the bigger picture, the bigger opportunity and I had to get my mind right. I had to change my thinking.

**“Life is a never-ending process of inventing and re-inventing who you really are” -Grant Cardone**

As painful as it was being where I was after losing everything, I had to keep going. Life continues regardless of bad decisions. It's how you react to those times that make all the difference in the world. I dusted myself off and decided to get after my real estate investing career. As fate would have it, I began creating the life and business I always wanted.

Today I own two successful companies, a real estate investment firm and internet marketing consulting company. And on top of that I just launch an new online blog and podcast called [American Snippets](#). I'm a business coach for the #1 Real Estate Investor Education Company in the country and am passionate about sharing my expertise with anyone who wants to listen.

So you see, I can speak with you honestly from every perspective of business. I'm not qualified because of my success as an entrepreneur. I am qualified because I lost absolutely everything, and built it all back up again.

I know a thing or two about success, and I am here to share some of my insight with you. I am here to show you what it takes to be just as successful if not more. I'm here to show you that you can live a life by design. That you can run and live life on your terms.

I think you're going to find that it probably doesn't take what you think.

**“Listen to the advice from the one who's  
already achieved your goal”**

**~ Robert Kiyosaki**

After working with people and coaching clients all over the country, there is one characteristic that almost every person shares. At one point or another in their attempts, they start to believe that success is out of their reach. They believe success is hard, and think that it cannot possibly be that easy. They justify this perception to themselves by telling themselves that success must be hard, otherwise everyone else would achieve it.

What they don't necessarily appreciate is that success is a skill. Success is a formula and it can be taught and learned. It's all about [self discipline](#) and I have come to truly appreciate that within my experiences.

The truth is that most of society goes through life very much the same, regardless of their job or career path. We live in a society that encourages you to work to live, instead of living to work. A society that teaches us to get a “secure” job, and to work hard – on someone else's schedule, to make someone else successful, until you can finally retire someday and enjoy life.

That may work for some people but it doesn't work for me and it doesn't have to work for you either. I didn't want to follow the status quo. I wanted more and I quickly realized that if things were going to change I had to change, too.

When you challenge the status quo and have faith in yourself, a whole new world will open up to you — a world of true inner independence. It's always been there. You just have to want it bad enough.

## **Start Living Your Life Passionately...** *Otherwise You're Running Someone Else's Race*

Everyone on the planet has a brilliant purpose to fulfill. The path is already there, now it's time to take a leap of faith and commit to finding it.



This is your life we're talking about here so why not make it one worth remembering? Contrary to what you might think, you have the innate power to take the reins and create any life you want.

### **Let me ask you a question.**

Is what you're doing with your life right now what you believe... without a shadow of a doubt...what you are absolutely meant to do with your life?

I know, that's a tough question. But have you ever answered it?

In order to embrace your entrepreneurial spirit, create your own calling, and get paid to be you, you need to find your purpose.

You'll hear other people say "find your passion" but passions are temporary; they don't pay the bills or change people's lives! Purpose trumps passion every time.

In order for you to make your entrepreneurial dreams a reality you also must understand that it's all about helping other people succeed. It's about providing value and making an impact.

So how do you find your purpose?

A good exercise is to think about something that you enjoy doing, something that you're passionate about and how you might be able to share that passion with the world. Then you can take it one step further and think about how you can bring value or how you can solve a problem in that niche.

Trust me - you'll never be happier than when you're living your purpose. Serving and helping other people...that's where true satisfaction lies.

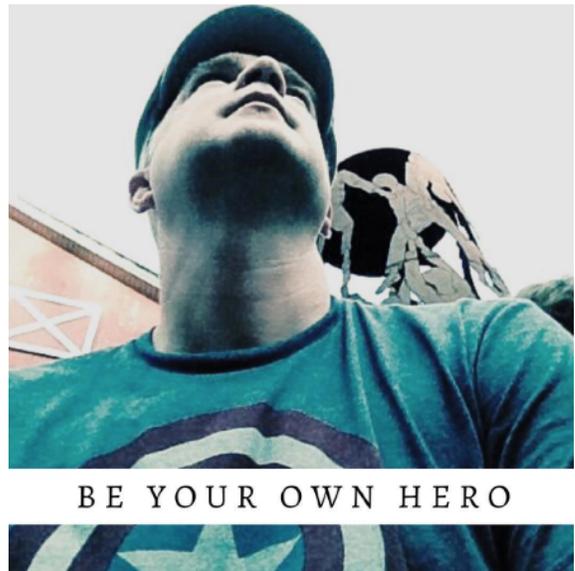
**“Look yourself in the mirror and ask yourself, what do I want to do everyday for the rest of my life” ~ Gary Vaynerchuk**

The above quote by Gary Vaynerchuk is one of my favorites. It's a simple exercise in visualization. Envision what you want and why you want it. Naturally, it will be impossible for you to start living life on your own terms if you aren't sure what that life will actually look like.

Give yourself some quiet time and on a blank piece of paper or in a journal, map out what this entrepreneurial dream life looks like for you – physically, financially, spiritually, the work you are doing and the impact you are making on others. Start creating a vision for the future you want, because when you do, it will be the compass that guides you forward.

If you want to run your own race and begin “[living the dream](#)” on your terms you must commit to taking the necessary steps to achieve your BIGGEST goals.

It's easy to live with excuses and falsely justify why you can't do something. Stop telling yourself "I'll get to it later." Tomorrow is just a reflection of today. If you don't take action today you won't do it tomorrow because inaction breeds doubt and fear. Those two things can take a steep toll on your life. You must be determined to take action in spite of fear because nothing is a more powerful antidote to fear than action. It's about doing what needs to be done even when you don't feel like doing it. It's about taking daily action, *massive action* towards your vision and your goals! You don't need to know everything before you start...you just need to start!



## Success Leaves Clues

One of the most powerful ideas I've ever heard was when I read these words, "Success leaves clues." Do you understand what that means?

If you can learn the methods that someone else used to succeed, then you can do the same thing! It's a powerful success strategy and one you must pay attention to. Tony Robbins said in his best selling book Unlimited Power, "Without a proven model to follow, success will be much harder for you to achieve."

**“Truly successful people find other more successful people to role model and imitate”**



Seek out and find someone who has your vision, who is doing what you want to be doing at a high level, who is making things happen no matter how turbulent the times might be. Follow that person, pay close attention to them, emulate them, do what they do, take massive action and you'll soon start seeing success too.

When you follow a proven path and commit to modeling success you can start running your own race faster than you ever imagined.

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# 7 Simple Steps To Your Perfect Day

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The most successful entrepreneurs implement most of the 7 steps below on a daily basis. Commit to doing these 7 steps every morning for the next 90 days. Why 90 days? Because after 90 days they will become habit and you'll continue doing them daily once you see the impact they begin to have on your life.

## **1. Wake Up An Hour Early To Live An Hour More**

Wake Up Early – preferably between 5-7 A.M. Successful people are often early risers. Why? Because they understand that waking up early in the morning is one of the best ways to get more out of your day. A key component of waking up early is to have a set schedule or morning routine each day. A routine in the morning can really help you in both business and life! Some people struggle getting out of bed early. If that's you then try to find a compelling reason to do it.

**“Mind over mattress” ~ Robin Sharma**

If you don't have a compelling reason to get out of bed in the morning, then it's going to be almost impossible to have a great, enjoyable, and high quality life that will allow you to reach your full

potential! Most of us who really want to succeed don't need really need any extra ways to get ahead and reach our goals. Why? Because people driven to succeed are just naturally motivated 99% of the time. Start waking up earlier. It will boost your productivity throughout the entire day, and you'll get more done...which is a key component to achieving that ideal dream lifestyle.

**Action Step:** Make a commitment for the next 90 days to wake up between 5-7 a.m every day. If that's something you struggle with then just try waking up 30 minutes earlier each day. It takes about 2 weeks for something to become a habit so stick with this powerful exercise and you'll see success come much faster for you both in business and life. If you have a job use this extra time each morning to work on your goals and how you plan on escaping from your job.

## **2. Make Your Bed**

There is great power in straightening your sheets once you're out of bed. I know this sounds funny but it's a very positive way to start the day. It's a rather simple act but it's very important and powerful too because making your bed gives you a feeling of accomplishment first thing in the morning. It also encourages you to do even more tasks, enabling you to get more done. It teaches you that the little things in life matter and gives you a sense of control. Why? Because...

**"no matter how shitty your day is, no matter how catastrophic it might become, you can make your bed" ~ Tim Ferris**

If you work from home, it provides an even stronger impact, as a disorganized external environment can be very distracting and ultimately affect your productivity.

**Action Step:** Get up an hour earlier, drink a glass of water, brush your teeth, and make your bed. If you do this there is no way you'll climb back in for some extra sleep. Let's move on...

### **3. Reading For Knowledge And Power**

Reading is important because it develops the mind. The mind is a muscle and it needs exercise. The most successful entrepreneurs in the world are avid learners. In an interview, Warren Buffet and Bill Gates were asked if they could have one superpower in the world, what would it be? They both said that being the worlds fastest reader would be HUGE. Why? Reading books help you get the creative juices flowing, the brain learning, and your knowledge base growing.

Reading the right books like personal development and financial education will feed your mind with nuggets of wisdom needed to succeed in both business and life. Start by reading 30 minutes every day (non-fiction). If you read just 30 minutes a day — every day, for one year — you can complete 40-50 books! Reading is knowledge and knowledge is power so if you want to level up and improve your life reading must be a priority.

**“Five years from today, you will be the same person that you are today expect of the books you read and the people you meet.”**

**~ Charlie Jones**

**Action Step:** Make a commitment for the next 90 days to read for at least 30 minutes a day. I like 15 minutes in the a.m. and 15 minutes before bed.

## 4. Journal - Morning Pages

Writing every morning in a journal is an extremely powerful exercise because it can reduce stress, anxiety, clear your head and forces creativity by spurring new ideas. Morning Pages can provoke, clarify, comfort, prioritize and synchronize the day at hand. You can write about anything and everything that crosses your mind. It's about getting clear and trapping those worrisome, jittery, maddening and confusing thoughts on paper. It can be one of the most important habits you can form. Even if you think you're a terrible writer, writing can be viewed as a tool that you can and should use. I know a lot of successful people and most of them do some sort of journaling.

**Action Step:** Write for 5 minutes every morning for the next 90 days so it becomes a habit. By taking time every morning to write your thoughts down, you can start your day on a more positive note and go about your day with a clear and positive mind.

## 5. Affirm Your Goals

This is similar to the previous idea but different in its application and purpose. Affirming your goals, on the other hand, is a very powerful way of crystalizing your vision and goals in life into your everyday routine. Goals should not be treated as a New Year's resolution, a journal entry or some thing that would be nice "to do." Goals are critical to your life's happiness and fulfillment. They should always be at the forefront of your mind. You have to eat, sleep, and breathe your

goals - the better you internalize them the more they'll start to take shape around you. Write your goals down every morning and read them every night until they become a part of you. An example of this would be writing down "I am achieving greater success in my career" or "I am becoming healthier and stronger through my exercise." Notice the present tense being used as a way to tell yourself you are in the process already.

**Action Step:** Write your goals down every morning for the next 90 days so it becomes a habit. Your goals will change over time but continue to write them down. Don't lose sight of them because the moment you do you'll fall back into the day to day noise and lose your way.

## 6. Listen To Uplifting Music

This is really a no-brainer. There's no doubt that listening to our favorite music can instantly put us in a good mood. Music that gets you revved up can have a direct impact on our mood, especially in the morning. Uplifting music can rev up our emotions and put us in a more powerful and positive state. Like most people, you probably don't listen to any music until you're on your way to work. But throwing on some uplifting music as part your morning routine can really empower your day and life in general. Be very conscious of the music you listen to and always play something that lies you up...this is especially important if your mood in the morning is not that great. I like putting on music just after I affirm my goals and prior to my morning workout.

**Action Step:** Listen to uplifting music every day for next 90 days. One suggestion is to just listen to a song that typically puts you in a

good mood. Find a comfortable place to sit and concentrate on your breathing while it's playing. This is a form of meditation and can help you get centered for the day ahead.

## 7. If You're Not Moving You're Not Living

**Commit To Daily Exercise.** Not only do the most successful people wake up early but they also get their workout routine in long before sunrise. Daily morning exercising will give you the energy boost you need to not only make it through the day, but to do it in the most productive way possible.

How does it work? Working out increases blood flow to the brain, and regular exercise boosts alertness, endorphins, memory, learning... need we go on?

It's been proven that exercise increases both your focus and cognitive performance for any difficult task you might face during the day. Whether you're exercising in the am (highly recommended) or at another time during the day, daily exercise will help you boost your productivity so you can get more done. It's the fastest and easiest way to get energized and out of the doldrums. In fact, exercise is one of the greatest productivity tools in the world. It will give you an unfair advantage for whatever obstacles are sent your way each day.

Personally, I love to run because [running acts as a catalyst](#) for me and many of my friends who are also entrepreneurs. It pumps me up, boosts my confidence, increases my awareness, inspires creativity, and gives me the momentum I need to win the day. I highly recommend it. Stop making excuses, and start making daily exercise a priority. Your business and life depend on it.

**Action Step:** Do some kind of daily exercise for the next 90 days, preferably in the morning, but any time during the day works too. Just allocate the time, commit to it and get it done.

## **Create your own “Perfect Day” morning routine**

While implementing all seven of these things in your day is ideal, I admit that I don't always do all of these every morning. However, I do find that if I can accomplish most of them, I do feel happier and tend to get a lot more done throughout the day.

Aim to do the same when creating your own morning routine and you'll be well on your way to winning your day and transforming your life too.

# **The Perfect Day Exercise**

## *Get Clear On What You Want In Life*

Picturing your ideal day is a common exercise that I use with my clients. It's clarification visualization; a way to clearly define what you're really after in your professional and personal life.

## **Take a moment and imagine your ideal day...**

At work or at play. Big events or routine tasks. Imagine how you'd feel as you yawn, stretch, and step out of bed. What your first ac/on would be. Your second. What you'd eat, what you'd do, and how you'd spend your time. The lightness of happiness as you ease (or not, if that's your pleasure) from one activity to the next. Your ideal day, start to finish. Get started with the questions below. Think about

them, see your day clearly in your mind, and then write it. Take out a notepad or some paper and write it out.

**Be as detailed and descriptive as possible. You can make it happen. Dream big and write your perfect day right now.**

## **Just imagine...**

Where would you live?

What would your house look like?

What would it smell like?

What would you do in the morning?

What would you have for breakfast?

What would you be thinking about?

Where would you spend the first half of the day?

What would you have for lunch?

Who would you eat with?

What would your friends be like?

What would you do for personal fulfillment?

What life purpose would you strive towards?

What would your business be?

What time would you start work?

What would you actually do at work?

What are your clients like?

What is relationship like with spouse? Family?

What would you do for family time?

Where would you eat?

Who would you eat with?



What would you talk about?

Who would you do it with?

What time would you go to bed?

What would that look like?

What would you think about when you go to bed?

Who would you be next to (if anyone)?

**“Every new day is another chance to change your life”**

**~Unknown**

## **Final Thoughts**

Some say that it's not possible to work and live on your own terms. That it's not possible to live a life of freedom doing what you want — when you want. And while some may believe that to be true, I couldn't disagree more. The greatest risk in life is to live a life that doesn't fulfill you. Too many people are giving up on their DREAMS and FREEDOM — becoming enslaved to a JOB, enslaved to their beliefs, enslaved to their habits and enslaved by others' expectations.

You have the innate power to take the reins and create any life you want. You can create a lifestyle that provides the freedom for you to pursue your passions, spend more time with your family, express your creativity and live the life of your dreams. The moment you decide that you want something more - is the moment when you start shaping your world, rather than being shaped by it.



Thank you for allowing me to share some insight with you on how to win the day and take your life to the next level.

To your success,

*Dave Brown*

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You never have to make anybody else rich by working for them. You can make yourself and your family rich instead. **It's your choice.**



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