

# THE JORDAN HARBINGER SHOW

## Worksheet for Brian Scudamore | How Failure Can Be Your Key to Success (Episode 175)

We live in the hypercritical age of social media, where everyone shares their highlight reel — and no one shares the pitfalls. Everyone's afraid to make (or to share) their missteps. But what if mistakes were normalized as part of growing and achieving even more than you believed was possible? Wouldn't it be amazing if you could turn your internal critic around?

[On this episode](#), we talk to Brian Scudamore, author of [WTF?! \(Willing to Fail\): How Failure Can Be Your Key to Success](#). He tells us how he founded founded 1-800-GOT-JUNK with a beat-up \$700 pickup truck at the tender age of 18. The WTF (Willing to Fail) philosophy that we discuss can help you live more courageously, be more resilient, and ultimately drive you toward your own success. It's what has enabled Brian to bounce back from failure and even find a little gratitude in his biggest flops.

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## Any Port in a Storm

Like any mistake, a failure can be seen as a sign that the end is nigh, or it can be taken as an opportunity to learn what not to do next time around — or what to do better.

"Life is a bunch of storms," says Brian. "And just like a real storm, you often don't know...when that storm will end. But every storm has a beginning, a middle, and an end. The same thing with the failures in our life. Sit with them, be introspective and reflect and say, 'What can I learn from this?'"

"So when I'm in a failure, I always sit there and I go, 'What's the one good thing that could come from this seemingly tough day or seemingly tough decision?' And I'll take out a sheet of paper and sometimes I'll write one thing; sometimes I'll write five things."

Brian says this allows him to be grateful for the lessons learned from the mistake and reminds him that even though the situation may seem dire now, everything *will* be okay.

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**Think hard about a failure you've endured or are currently trying to get over. Below, write down however many positives you might be able to spin from this one negative. Example: Maybe locking yourself out of your apartment gives you a chance to finally meet the neighbors, water your garden, and replace your car's windshield wipers while you wait for the landlady to let you in.**

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## A Match Made In Heaven

After working with two incompatible COOs, Brian was in search of a new one. Brian took a sheet of paper, drew a line down the middle, and on the left side listed all the things in his business that needed to happen that he's good at and loves to do. On the right side, he listed all the things in his business that needed to happen that he's bad at and doesn't love to do.

"Look at that big, long list on the right! I need to find a leader who's great at all that stuff. So I...described all of those things on the right side and reached out to my network. Three people, unrelated — Cameron Herold [his old COO] being one of them — said, 'Wow...there's only one person on the planet that that describes, and that's Erik Church!'"

It turned out to be what Brian calls "a match made in Heaven," and Erik Church became the company's new COO.

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Even if you're not an entrepreneur in search of a business partner, take the time to try this mental exercise. Consider something big you'd like to accomplish, jotting down the strengths you would lend to such a project on the left. On the right, list aspects of the project better suited to someone else. Can you think of anyone you know who might be the "match made in Heaven" to help you accomplish this project? If not, try to imagine where you might make such a connection in your current network or [how you might expand your network to find them.](#)

A large, empty rectangular box with a thin black border, intended for the user to take notes or write down their thoughts during the mental exercise described in the text above.

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## Failure Mapping

Failure isn't something we want to dwell on — but taking time to reflect on what went wrong and what you can do differently is an important part of moving forward. You'll learn incredibly important lessons by making mistakes. Here's Brian's quick guide to Failure Mapping.

### Exercise 1: Reflecting on Failure

**Close your eyes and think of the last time you felt like you failed at something. On the next page, answer these questions:**

**What happened? Did you leave anything "on the table?"**

**What did you learn?**

**You might have lost something by failing — write that down. Now write down what you gained by failing.**

**Force yourself to find one thing for which you can be grateful.**

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## Exercise 2: WTFing Your Future

**1. Pick something important that you're working towards. It could be a revenue target for your business or something more personal. Write it down.**

**2. Now you're going to "WTF" it.**

**W: On the next page, write down the WORST thing that will happen if you fail. Ask yourself:**

**What are you so afraid of?**

**Why is this so important to you?**

**What's at stake?**



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**T: What's the TRIUMPH you'll experience if it succeeds? Write it below and answer the following questions:**

**What's the best thing that could happen?**

**How would you feel if you met — and exceeded — your expectations?**

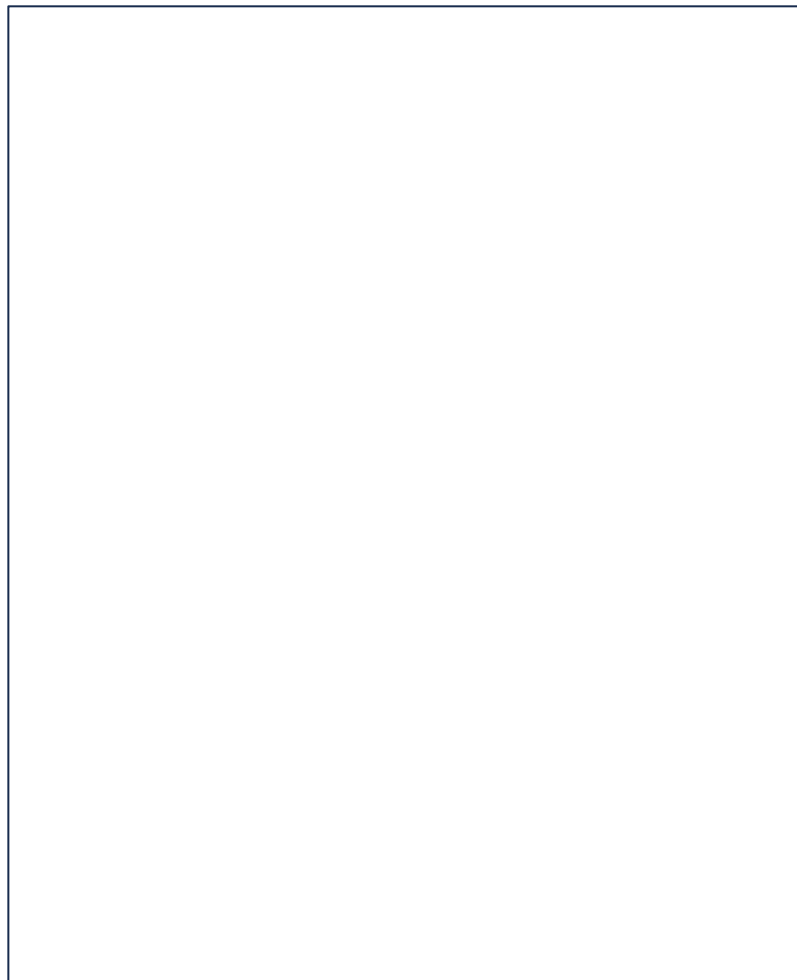
**What is the TALE you'll tell your children if this succeeds?**

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**F: What does your FUTURE look like if you said, "I'm Willing to Fail"? What does it look like if you keep the status quo?**

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**3. Every time you have an audacious goal, go through this exercise and WTF it.**

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## The Painted Picture

Imagine if you were unencumbered by thoughts of failure when you're thinking about your future. That's what the Painted Picture is all about — it's about putting down your biggest, wildest goals, and not worrying about how you're going to get there.

"There are few things more satisfying to me than receiving Painted Pictures that other entrepreneurs have created for their own companies," says Brian. "Everyone thought our Toronto Franchise Partner, Paul Guy, was crazy when his own Painted Picture declared he'd grow his franchise into a \$10-million-a-year business. But we stopped laughing when he blasted through that goal. There are four simple steps to creating your own Painted Picture, listed below in practical exercises.

"Here are my four simple steps to making your own Painted Picture so you can achieve those big, hairy, audacious goals!"

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## 1. Retreat

**Use the spaces provided (or grab a notebook) and find a quiet place where there are no distractions. The Painted Picture is best done away from the office — that way, you won't get bogged down by any limitations. "I chose my parents' seaside cabin," says Brian, "but anywhere you can clear your mind and reflect is perfect." What are your favorite places to retreat?**


A large, empty rectangular box with a thin black border, intended for the user to write their response to the prompt above.

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## 2. Visualize

**Transplant yourself five years into the future. Really — do it. Imagine yourself looking around at your life and business. See yourself in that place, where the future already *has* happened. For example, if you have a five-year-old child, imagine your child is now 10 and that you're also five years older.**

A large, empty rectangular box with a thin black border, intended for the user to visualize their future self and circumstances as described in the text above.

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## 3. Ask

Once you've transported yourself to that place, ask yourself some questions that will help you "crystal ball" the future. Here are some:

What does my life look like? Who am I with? How do we feel? What does my business look like? What have we accomplished? Who is around me? How do we feel? What have we accomplished?

A large, empty rectangular box with a thin black border, intended for the user to write down their answers to the questions listed above.

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## 4. Plan

**Write everything down (try to keep it on one page — either in your notebook or the next space provided), but don't worry about the how. Committing to your intentions will enable you and your team to prioritize decision making; you'll be surprised how the choices you make after you have a Painted Picture actually guide you towards your goals. Include a clear deadline in your Painted Picture.**

**“We rewrite ours every four years to ensure the document reflects what we've achieved — and where we want to go,” says Brian.**

*Full show notes and resources for this episode [can be found here](#).*

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## About



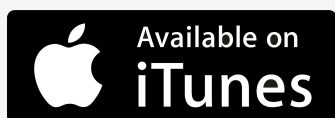
Join us as we get deep into the untapped wisdom of the world's top performers — from legendary creators to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth — and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these valuable insights into your own life and live what you listen.

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