

CHAPTER 22

OUTRAGEOUS ENTREPRENEURIAL COURAGE

NO LIMITS TO SUCCESS

BY ANTHONY CALIENDO

Do you have any idea of what entrepreneurial success is all about? Is it simply starting your own company? NO!

Is it about starting your own company and realizing a return on your investment? MAYBE?

The startup world is an attractive, shiny and optimistic place to be. Creative, entrepreneurial minds are constantly trying to invent something extraordinary and buzzworthy enough to change the marketplace and the world. Building a brand plus achieving financial independence and security are key reasons to take that leap of faith to business ownership. Risky? YES! High, calculated risk can mean high reward. That's what makes venturing into entrepreneurship worth the sacrifice. That's how the most successful entrepreneurs remain determined and driven at all costs. But it's also about realizing your potential to dream and exceed beyond your own expectations, taking the chance and going beyond what the average person feels are limits to success. Sure, it all starts with an idea. What's more, entrepreneurship starts with driven and focused individuals that decide they have a story to tell and want to reap the rewards from sharing it with others.

But the true code for success is your own perseverance and tenacity that fuel our desire to drive through barriers. More importantly, entrepreneurial greatness only comes from your willingness to be bold and take bold action toward achieving your business vision. Bottom line, it has everything to do with an outrageous entrepreneurial mindset; how committed you are to changing the world.

Let's be clear, in my estimation there are no limits to my capability, desire for success and bold challenges that I will take on. I will admit failure is always an option, but it will not come from my self-imposed limits. It will not come from my fear of defeat. Placing limits on ourselves is a natural aspect of life. All entrepreneurs need to become Sales Assassins: they are people who are incessantly driven, have outrageous focus, discipline and commitment to sales success, and have razor-sharp instincts to navigate through cycles and trends. Yes, personal doubt and fear are major factors that are natural to human beings. These factors cannot simply be managed, they only disappear with a fierce tenacity to win, succeed and get back up when you are knocked on your ass. There are no limits except your own mind. It's called possessing Outrageous Entrepreneurial Courage. This is the key to cracking the code to success.

I admit that I have been knocked down, but I get back up the next day because I have no limit. I have no limit and I have no fear of defeat. I'm known as the Sales Assassin – an “entrepreneurial marketing machine” and this is my mindset of S.A.M (Sales Assassin Mastery)!” There is no stopping my commitment to achieving my passion, my commitment to achieving success and supporting my family! I might be down today, but I am always up tomorrow. It's not easy! How I have achieved success is not complex. But it is about my willingness to overcome adversity and never relinquish myself to defeat and the tough days of entrepreneurial life; Outrageous Entrepreneurial Courage!

Great entrepreneurs must be great leaders that organize, manage and assume risks with the willingness to absorb defeat, but rebound immediately from the challenge and continue the drive to success. They believe there is no excuse for defeat and we overcome all the odds! There are no limits to what we can endure and no limit to what we achieve!

EIGHT OUTRAGEOUS WAYS SALES ASSASSINS LEVERAGE OUTRAGEOUS ENTREPRENEURIAL COURAGE

- 1. Become the World's Leading Expert.** Be the best and the one with more knowledge than anyone else. Everyone loves being with, working with and buying from the best.
- 2. Be Remembered or Be Forgotten.** Differentiating you and your business is reinventing what you offer in relationship to the competition. No matter what that is, you have to make an impression. Be unique. Be distinctive.
- 3. Anticipate Set-backs.** You will face constant obstacles that could be deadly to success. It's how you handle the obstacles that set you apart from the rest. A Sales Assassin always focuses on what he or she can control. Obstacles are mere pit stops on the way to the next score.
- 4. Never Ruin Your Personal Brand.** Never compromise yourself for a quick buck or win lest you become perceived as the industry scumbag; rebounding from it is nearly impossible. Always strive to develop and maintain Leadership Integrity.
- 5. Own Up.** Life's lessons are powerful and rapidly become the foundation of your success. Recognize them, if you fail, be accountable for the role you played, and learn from it.
- 6. Use Your Instincts.** Learn when to cut your losses and move on to bigger things, other ideas or strategies when necessary.
- 7. Change your Mindset / Change your Lifestyle.** Consistently make conscious choices and changes needed to drive, achieve and sustain desired results.
- 8. Load, Lock and Aim:** Continually achieving higher status and upward mobility means setting goals and outlining strategic plans for consistent achievement. Trying to build success without measurable, attainable goals is like running a race without a finish line.

EMBRACE THE POWER OF ENTREPRENEURIAL CONSUMPTION

Who are the entrepreneurs? They are not simply people who continuously come up with new ideas, start a new business, fail, and then start another business. An entrepreneur is a person who thrives on the challenge of innovation, and is willing to plan, struggle and commit to what can be the all-consuming drive for success. My code for success starts with an entrepreneur's willingness to consume and strategically utilize knowledge, success and failure as precious resources, using at every moment the lessons of experience as a core foundation.

Entrepreneurial Consumption is the building of your energy to pursue the odds of success and failure, the drive to find solutions and discover the path to success.

The challenge of Entrepreneurial Consumption is to understand that the impact is not only your business initiative, but will most likely engage and challenge your personal and family life. The vision of that rainbow of entrepreneurial success can be a powerful magnet that will draw you and consume every moment of life. Your challenge is to give your all, but find the place to ensure how you will engage and balance life.

I will not try to give you a formula, because each of our circumstances are different. Nevertheless, **Entrepreneurial Consumption** is a massive commitment of life. Family must be an integral commitment to your achievement. Entrepreneurial Consumption can destroy families, but when managed properly, it can become the fuel and power of the family. **YOU MUST BE CONSUMED** in your commitment, and your family must also be consumed in the commitment.

There are three key points of Entrepreneurial Consumption:

1. Family must be integral to your commitment and entrepreneurial commitment.
2. The Lessons of Experience must be used to inform, mold and shape decisions.
3. Entrepreneurial Consumption must fuel your commitment to pursue the odds between success and failure.

Embrace the Authentic You... You Can't Fake It!

You cannot fake being an entrepreneur and you cannot fake success. I have a colleague whose son, now 39 years old, shocked his parents after they paid for five years of college, and after 6 months of work at Career Builders, he announced that, "I want to be an entrepreneur. I have so many ideas and I want to work for me." Ten years later this young man has developed and sold two companies and is now developing his third. Regardless of his parent's reservations, he embraced his dreams and found success by committing to his authentic-self.

You Can NOT Fake IT!

Being the "authentic you" is an individual commitment, demonstrating your personal drive and your personal values and mission in life. More importantly, the 'entrepreneurial you' provides your own frame of reference to your own political, social and cultural frame of reference. The key point in finding the 'authentic you' is not duplicating others, but instead finding your own Distinctive Nature to Achieve, your "S.A.M. DNA" of what you want to do. This is not a moment in life, but rather how you will lead your entrepreneurial existence through the best and worst of times, adhering to your process and business strategy. Don't fake it! It's your process...Your authentic you...Your instincts are informed as a result by all the great inputs of others in your life, but the bottom-line is you and your decisions, and the business commitments you are willing to make.

BE A HEAT-SEEKING MISSILE LOOKING FOR B.S. AND SUCCESS

You have to be a "*heat-seeking missile looking for the bullshit of business*" that separates you from the average person. A heat-seeking missile in real life is fired from an aircraft for the purpose of destroying the enemy aircraft. The analogy is simple. The most successful entrepreneurs are heat-seeking missiles overcoming the normal business challenges that you are going to face, and more importantly, they sort out the verbal garbage and B.S. of others who talk about success more than ever achieving entrepreneurial greatness.

Your "Entrepreneurial Missile" must be able to change direction at a

moment's notice, adjusting to the market place demands when the facts, circumstances and your gut tell you to move now...move quick and never relinquish the competitive edge.

The B.S. of entrepreneurs is amazing. I have a theory. The more people talk, brag and tell you about their success or tell you how much money they're making, there is a strong likelihood it's all B.S. There is no need to challenge or debate them. You have no time to acquiesce to the nonsense of life.

OUTRAGEOUS PIONEERS OF CHANGE

Let's get real. We have all tried the scheme to camouflage that we got fired or severed from a job by announcing I decided to start my own business. Creating your own business is NOT a substitute for your severance from a company. Ok, this is life and you need to recover. But don't assume that creating a company and doing some fancy social-media marketing will convert your best skills to a successful entrepreneurial enterprise. Its not that simple.

The best entrepreneurs are **Outrageous Pioneers of Change**. They are masters of creating paradigm shifts that affect themselves and affect others. But we must understand that change and achieving our best are the results of capacity to push through what may seem like natural limits. We are surrounded by people who accomplish greatness by pushing through seemingly insurmountable challenges and amounts of physical and mental pain to reach the greatest pinnacles and incredible goals.

Being an entrepreneur and owning your own business is not a job. It's a way of life. Achieving and maintaining ultimate entrepreneurial success is a lifestyle and never deviates from idea to idea. The failure is not understanding that you must have real business expertise, a product or service that solves a real need and/or solves a problem. It has a risk of success and failure and is NOT a "stop-gap option" for a severance deal. Remember that the true code for success is your own perseverance that fuels your desire to drive through the big barriers, shielding success. It's about being the authentic you. It is the authentic you that becomes the heat-seeking missile that 'separates the bullshit from reality.'

There's a reason why I'm known as the Ultimate Sales Assassin. I am the entrepreneur of my life and my business. I have self-control and I make no excuses. I am responsible for my own success and my own failure. This is the authentic-me and I am a heat-seeking missile looking for bullshit. I am successful because I am outrageous and I have no limits to my ability to achieve success.

Outrageous Entrepreneurial Courage is not complex, but certainly is not easy. This is the key to cracking the code to success! You cannot compromise and must realize there is no limit to what we can endure and no limit to what we can achieve! More importantly, entrepreneurial greatness only comes from your willingness to be bold and take bold action toward achieving your business vision. "Dream Big" and achieve your dreams!



About Anthony

The business world changes around us with relentless speed and intensity. It takes great vision to not only see these changes, but to also anticipate and react with the tenacity to sustain success. Few business leaders possess the innate skills to maneuver the modern-day challenges of today's business. Anthony Caliendo is one of these self-made men, an entrepreneur and corporate visionary. To thrive in business and beyond, Anthony learned to look ahead and understand the trends and dynamic forces that shape his business to move swiftly and prepare for what's to come.

Anthony is a professional salesman, marketing machine, and sales leadership coach with supersensory sales skills, proven success in sales strategy and corporate leadership, and has generated hundreds of millions in sales revenues; he trained thousands of sales pros in various industries over 25 years to define him as the Ultimate Sales Assassin Master! Today he is a motivational sales speaker and author of the international best-selling, USA Book News Best Book and Indie Book award winning book: *The Sales Assassin: Master Your Black Belt in Sales*.

Anthony discovered his entrepreneurial instincts early in life, which piqued his desire for success and fortune. At 18, he became the youngest manager at that time to oversee Chicago Health Clubs and with his mentor, Al Philips, built the World Gyms with Arnold Schwarzenegger. Afterwards, Caliendo went on Wall Street as a stock broker where his instincts and thirst for sales domination accelerated. With financial success on Wall Street plus a number of notable business ventures, Anthony mastered the art of personal branding when he became known as "The Main Man" in the mortgage business, architect of one of South Florida's most successful mortgage and real estate companies and a local celebrity regularly featured on TV and Sports radio.

In 2008, during one of the U.S.A.'s worst economic downturns, Anthony reinvented himself and became the #1 Italian Cheese Salesman in the USA, known as the "The Big Cheese." He directed his manufacturing plant's national and global expansion initiatives and doubled the company's revenues inside of five years.

Anthony defines himself as an "outrageous and relentless sales professional." With his outrageous and relentless mentality, he constructed a fail-proof sales model encompassing specific skillsets and concepts that became the foundation of sales training for his brokers, salespeople and the sales staffs of his clients. The concepts and motivational themes of his sales experience inspired him to write *The Sales Assassin* and become a sales motivational speaker and sales coach to salespeople in all industries.

Anthony has discussed his sales strategies on radio and TV on CBS, NBC, ABC and FOX. He has been quoted in industry mags including *Salesforce*, *Small Biz Daily*, *The Canadian Business Journal*, *Focus Magazine*, *TK Business Magazine*, *AMA Playbook*, *In Business Magazine*, with a spellbinding book review in *Digital Journal*.

Anthony lives and works in South Florida with his wife, Lynette and their eight children.

To connect with Anthony or for more information on motivational speaking, coaching services or media opportunities please visit:

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