

INTRODUCTION

“Observe the masses and do the opposite,” said Walt Disney, the famous entrepreneur and creator of Disney (which includes Mickey Mouse, Disney World, ESPN, ABC and the Star Wars franchise). What does Mr. Disney mean? We believe he means to look at your life and whatever most people are doing, do the opposite.

Take a moment to consider how most people your age spend their time. A majority of them are on Snapchat, Instagram, Facebook and other social media platforms. They are watching Netflix or playing videogames when they get home. It appears that many of our friends and peers are spending an incredible amount of time staring at a screen.

How are you spending your time? With that time have you thought about what your life will be like 1, 2, 3 or 4 years down the road?

We’ve written the *Alternative Roadmap* because we believe a roadmap is how you plan, step by step, to be successful and grow. A roadmap is the guide you’ll use to maximize your life and know how you are going to get from where you are now, to becoming a successful individual.

Think of this book as a roadmap for your future. Each chapter covers a lot of ground and we want you to take your time and apply the ones that fit you best.

Our goal is to encourage you to be passionate about making a difference and creating a better outcome for yourself. If you acknowledge that you want to be greater than what people say you should be, then this book is for you. If you’re the one saying you’re not going to be successful, then we have a message and game plan for you. We want to help you with a roadmap that will improve how you look at yourself and the world.

People used to tell us that we wouldn't amount to anything. People said we were too young, energetic and incapable. People would say that we were going to be stuck and because they presumed we didn't know what we wanted, they projected we'd wind up working in low-end jobs that we never wanted. Well you know what, we chose to ignore that negativity. One day we said enough is enough, we took action and now we are doing what we love. Neither of us is particularly special, but we looked at what we were passionate about and took advantage of it.

As a team we are writing this book to help you find your roadmap to success. Elliot has a passion for sales, entrepreneurship and public speaking.

"I never thought I'd be in sales growing up," says Elliot. "I was fortunate to stumble into it when my little brother recruited me to work for him. After realizing how much money I could make, even without a college degree, I wanted to teach others that they can be successful in the world and change their lives."

Christian found his passion for entrepreneurship and making a social impact after being exposed to startup companies at a startup accelerator program.

"As an older brother I decided how important it was to be a role model and inspire others to be their greatest selves," says Christian.

As you consider your direction in life here are two important truths:

1. Do what you're passionate about. When you're passionate about something, you will live a more fulfilled life.
2. Acquire knowledge and experience in the areas you want to follow. Knowledge, real work experience and networking are the keys to true power. How we focus our time and actions dictates who we are and what we know.

Once you decide you want to do something with your life you're ready. Every chapter in this book is relevant to understanding and mastering your life.

Now that we have your attention, let's dive in.

1 WHAT AM I GETTING MYSELF INTO?

The goal of the Alternative Roadmap is to share a clear way for Millennials and Generation Z's to succeed in life. It's tough for us young bucks in the "real world". We believe it is very important to know what others may think about us. Right or wrong, it turns out many people often don't like those of us who are labeled Millennials and Generation Z's. In fact, they think we are:

- Narcissistic (Self-Centered)
- Entitled (We think we deserve everything)
- Lazy (We don't work hard)
- Unreliable (We don't follow through with what we say we'll do)
- Emotional (We are easily offended)

This list may seem a bit unfair but here's why it's important. Breaking stereotypes is one of the best ways to get recognized and stand out. If you were hired and your boss thinks you possess any of these traits, then you know what you have to do. Go above and beyond and prove that you are better than these norms. You'll climb that business ladder like no one's business.

How do Generation Z's and Millennials see ourselves? As you might guess, in a much more positive light and it's critical to see the difference. We think we are:

- Unique (Our own individual)
- Innovative (We think differently than other people)
- Hard working when necessary (We can do anything if we want to)
- Smarter than others (We pretend to not be smart but we know we're smarter than everyone else)

The Alternative Roadmap

- Fair and want equality for everyone (We want everything to be equal)

As you can see there is quite a contrast of how we view ourselves and how others view us. By no means should we let either of these lists define us. They are just words, or labels, and they only have a meaning if we give them meaning. Words cannot hurt you or make you become something that you are not. Only how you interpret those words in your mind can limit you. Sometimes that is easier said than done, but it's the truth. It is good to know what people are thinking about you and what you think you know about yourself. If you think you are truly unique, hard-working, smart and knowledgeable then you are probably right. And you're not alone because most everyone our age thinks along the same lines. So prove it, sell yourself.

2 MINDSET

Your values and habits define you. In business, this is no different. All the top business people have extremely similar values and habits. Their mindset is the key to how they live their lives. In fact, their roadmap begins with their mindset. Once you discover why you truly want to do something and keep your mind on it, you will make it a reality.

To be the best you can be, you need to have a good understanding of what makes you tick. Our mindset is our reality. Let's say that one more time because this is one of the most valuable pieces of information you may ever receive. Your mindset, how you see the world and yourself, is your reality. If you believe that the world is against you and oppressing you, then the world will be against you and you will feel oppressed. In other words, you will find any reason to prove that the world is against you. The flipside is also true. If you believe the world is on your side, you will seize your opportunities because you think there is nothing you cannot do. Understanding your mindset is what really unlocks your potential, which maximizes you.

How have our current mindsets been created? Socialization is a term that defines how we form our mindset. Socialization is how a person acquires knowledge, habits, a personal identity and meaning based on their environment and experiences.

Who impacts a person's socialization? For most of us, several influences shape our mindset. We can group these into the big six: Family, friends, teachers/coworkers, music, social media and television/books. These five channels are how we see the world and how we learn about almost everything. It is important to know where our beliefs come from. If we've spent our lives listening to these big five, yet never questioned them, how much of what we

know is true?

We've all been there. We read someone's post on social media and believe it 100% even though we haven't checked it out to see if it is true. Sometimes we create strong opinions or emotions over something we really don't know is true. We have learned that some people don't always tell the truth, or the whole truth. Be careful how you establish your mindset, because it is your reality. Make sure that what you believe is something that you have checked out and know to be true.

Next time you are questioning your mindset or just going through some things just remember this:

"I am the only one who controls my mindset. I can change it whenever I want to, as fast or as slow as I choose. No one can put thoughts or ideas in my mind unless I allow them."

We all know talented people who could do whatever they put their minds to, yet they always seem to fall short. Many of these talented people end up holding themselves back, not even intentionally. And do you know where this comes from? Their mindset. They may know that they are talented but their mindset is not focused on their talents. They allow distractions to come into play and cloud their mindset. Distractions will limit your ability to succeed. They are the biggest reason why people fail. And what are distractions? They are things that you put time and energy towards that accomplish nothing. The inability to be fully invested in something is what will bring failure to any person. Here's an exercise to combat distractions.

My Distractions	My Ambitions
1. Netflix	1. Being positive
2. Snapchat	2. Exercising at the gym
3. Facebook	3. Getting my work done
4. Call of Duty	4. Doing activities in this book
5. Texting all day	5. Getting an hour to myself every day

In the first box, we've written a list of the five biggest distractions we face every day and the five ambitions (tasks) we have to realize our success.

Now we want you to do the same:

My Distractions	My Ambitions
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____

Once you've filled this out, take a picture of your list and make it your phone lock screen. Every time you're tempted to give in to your distractions pick up your phone and look at this screenshot. Believe it or not this list of distractions and ambitions will remind you of how you're being distracted, what you need to do to succeed and will keep you on track.

What you are doing with this simple exercise is beginning the process of changing your mindset. If your mindset is your reality and you understand that your distractions are interfering with your chance of being successful, this is a great place to start to change your mindset.

Now let's dive deeper to discover what motivates us at our core. If