

249: Reinvent Yourself


10 Point Checklist

Brian Smith

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

Get **YOURSELF OPTIMIZED**

HOSTED BY **STEPHAN SPENCER**

A portrait of Brian Smith, an older man with white hair, smiling. He is wearing a dark suit jacket over a light-colored shirt and a dark tie. The background is dark and out of focus.

“Nearly always, your biggest disappointments become your biggest blessings.”

BRIAN SMITH

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- Don't resist. Instead, embrace the change. Running a business will have its own handful of ups and downs. The best thing I can do is enjoy the ride.
- Find a new way of coping when situations take a downturn. Remember the reason I started my business and let that fuel my drive. I must have faith, patience, and perseverance in my brainchild.
- Be inventive and resourceful when things get scarce. It's never too late to start over. Sometimes life's detours lead us in the right direction.
- Meditate to develop a strong sense of self-awareness. When life seems uncertain, the answers often lie within. Look inside to connect with my innermost being.
- Be more conscious of my environment and Mother Nature. Humans are merely visitors on this beautiful planet. We must protect and preserve every living thing around us.
- Establish a strong sense of community with the people around me. Great relationships are every one's best investment. When life gets tough, there will always be someone willing to lend a helping hand.
- Make sure that I send out the right message about my business. If I want the right kind of people to support me, I should be able to speak the way they speak.
- Be more intentional in everything I do. Always have the purpose of brightening someone's day or helping someone else.
- Don't expect things to immediately work. Projects are like babies. They don't become successful adults right away. One must nurture them every step of the way until they succeed.
- Grab a copy of Brian Smith's book, [The Birth of a Brand](#) to learn about the inspiring history of UGG Boots and how it's become a global success today.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/reinvent-yourself-with-ugg-founder-brian-smith>