

365 DAYS. 9 PRINCIPLES ONE BETTER LIFE



THE DAILY BUSINESS ATHLETE

SAMPLE - TOP 10 PRINCIPLES

DAILY LESSONS ON
MINDSET, PLANNING, COMMUNICATION,
MARKETING, LEADERSHIP AND
BUILDING A MEANINGFUL LIFE.

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The Daily Business Athlete

365 Lessons. 9 Principles. One better life.

Brad Flynn

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Dedication

To my amazings, Bradon and Layney.

You are my greatest sources of joy, my proudest achievement and I am so grateful for you.

Love you both, do your best.

Dad

Table Of Contents

What is a Business Athlete?	5
How to Use This Book	8
The 9 Gravity Principles	10
Part 1 - Personal	15
January - The Mindset of Business Athletes	16
February - Plan Like A Business Athlete	48
March - Business Athlete Time Management	77
Part 2 - Profit	109
April - Business Athlete Financials	110
May - Business Athlete Customer Service.	142
June - Business Athlete Growth	173
Part 3 - People	204
July - Business Athlete Recruitment & Retention	205
August - Business Athlete Team Building	237
September - Business Athlete Systemisation & Leverage	269
Part 4 - Purpose	300
October - Communicate Like A Business Athlete	301
November - Business Athlete Leadership	333
December - Business Athlete Gold Medal	364
Business Athlete Quick Problem Solver	396
About the Author	401
Other Books by Brad Flynn	402

What is a Business Athlete?

Many business owners build a business only to discover they have accidentally built a prison.

They start out in business chasing freedom.

Freedom of time.

Freedom of money.

Freedom of choice.

Freedom to build a better life for themselves and the people they care about.

Yet somewhere along the way, many business owners become trapped by the very thing they hoped would set them free.

The business becomes reactive. Stress increases. Pressure builds. Growth stalls. Relationships suffer. Health declines. The days become full, but not always meaningful.

Success on paper does not always feel like success in life.

Many years ago, I started thinking about the similarities between Olympic athletes and successful business owners.

At first glance, they seem completely different.

One is chasing a gold medal on the sporting field. The other is building a business.

But the more I thought about it, the more similarities I found.

Athletes do not accidentally find themselves standing on a podium. Long before anyone sees them compete, they commit themselves to a vision.

They train when they don't feel like it.

They make sacrifices others won't make.

They learn from coaches and mentors.

They embrace feedback.

They develop discipline, resilience, and consistency.

Most importantly, they become the type of person capable of achieving their goal.

Business owners face a remarkably similar journey.

A Business Athlete understands that business is one of the greatest personal development journeys in the world. Once you step onto the field of business, there is nowhere to hide. Business exposes weaknesses, tests discipline, challenges beliefs, and demands growth.

Business is not just about making money.

It is about becoming someone capable of creating value consistently under pressure.

Business Athletes pursue meaningful success.

They take ownership.

They think long term.

They continually learn.

They seek clarity instead of chaos.

They value discipline over mood.

They understand that growth in business and growth in life are deeply connected.

A Business Athlete is not perfect.

They still experience fear, frustration, uncertainty, and self-doubt. They still make mistakes and face setbacks.

The difference is they stay on the field.

They keep learning.

They keep adjusting.

They keep growing.

Because Business Athletes understand a simple truth:

Nobody drifts towards a gold medal.

Success in business and life is built through intentional action, consistent effort, and a commitment to becoming better over time.

For an Athlete, the gold medal is obvious.

For a Business Athlete, the gold medal is different.

It is a business that creates freedom, choice, and a meaningful life.

The exact shape of that gold medal will be different for every person.

For some it may be financial freedom. For others it may be more time with family, greater flexibility, the ability to travel, make a difference, or simply wake up each day excited about the life they have created.

How to Use This Book

This book is not designed to be rushed through.

It is designed to be reflected on, applied, and revisited repeatedly over time.

Each daily entry contains:

- A principle
- A practical insight
- A question for reflection
- And a quote to reinforce the idea

The goal is not simply to consume more information.

The goal is to think differently, act more intentionally, and gradually strengthen the way you operate in business and life.

You may read this book:

- First thing in the morning with a coffee or tea
- During a quiet moment of thinking time
- At the end of the day for reflection
- Whenever you need clarity and perspective
- Or just open to a random page when you know you need something just not sure what.

The most important part of each entry is often not the lesson itself, but the **question in bold**. The quality of your answers — and your willingness to act on them — will largely determine the value you receive from this book.

Write notes on the pages. Highlight ideas that challenge you. Record lessons, reflections, mistakes, breakthroughs, and decisions as you move through the year.

Then read the book again next year.

This book can be read one day at a time, from start to finish, or used as a reference guide. If you're facing a specific challenge in your business, you'll find a **Business Athlete Problem Solver Guide** at the back of the book to help you quickly locate the most relevant entries.

One of the most powerful experiences is revisiting the same page on the same day a year later and recognising how much you have grown, changed, improved, or perhaps where you have drifted. The lessons may stay the same, but you will not.

Business Athletes understand that meaningful success is rarely created through massive overnight change. It is usually the result of repeated disciplines, better decisions, stronger awareness, and intentional action compounded over time. Like an Olympic athlete's growth and progression. Some entries will resonate immediately. Others may only fully make sense after certain experiences in business and life.

That is normal.

Revisit the principles often.

Reflect honestly.

Apply what is useful.

Ignore what is not.

Most importantly, stay on the field.

Because growth rarely comes from knowing more.

It comes from applying what you already know consistently over time.

The 9 Gravity Principles

Gravity exists whether you believe in it or not.

Gravity always wins.

You do not need to understand gravity for it to affect your life. Ignore it, and the consequences still apply. Just like jumping out of a plane without a parachute.

Business and life operate in much the same way.

Over time, I began noticing that many of the challenges business owners face were not random. Certain principles kept appearing repeatedly. When these principles were understood and applied, progress accelerated. When they were ignored, frustration, confusion, and unnecessary struggle usually followed.

I call these the Gravity Principles.

They are not complicated theories. They are practical observations about how people, businesses, communication, growth, and decision-making tend to operate in the real world.

Whenever something is not going right in a business it will because a gravity principle has been violated or is not being followed.

Throughout this book, you will see these principles repeatedly because they influence almost every part of business and life.

Together, they form the acronym:

G.R.A.V.I.T.Y. O.N.

G — Growing or Dying

Everything on planet earth that lives is either growing or dying. Trees, birds, people, businesses, relationships, health, confidence, skills, and culture are either improving or declining. Growth requires intention. Drift rarely ends well.

R — Reticular Activating System (RAS)

Your mind filters reality based on what you consistently focus on and attach emotion to. Opportunities, problems, solutions, and patterns become more visible once your attention is directed toward them. Focus shapes awareness.

A — Are you in the game or in the stands

Life is like playing your own game in your own stadium. In the game, you take ownership, accountability and action. In the stands, you blame, make excuses and criticise. Business Athletes strive to stay in the game, because you can't influence the outcome from the stands.

V — Vilfredo Pareto's 80/20 Principle

A small number of actions usually create the majority of results. In business, a minority of customers, products, habits, or decisions often drive most outcomes. Learning to identify and focus on the critical few creates leverage.

I — Identity Iceberg

What people see externally is only a small part of what drives behaviour. Underneath every action sits identity, beliefs, standards, fears, habits, and self-image. Sustainable change happens below the surface first.

T — True Communication Is the Response You Get

Communication is not measured by the words you spoke or wrote or the actions you took to get your message across. It is measured by what the other person understood. If the response is not what you expected, your message and its delivery may need to change.

Y — Your Questions Determine the Quality of Your Life

The quality of your thinking and thus decisions and actions is heavily influenced by the quality of the questions you ask. Better questions create better focus, better decisions, and better outcomes.

O — Outcomes: All Upsets Are Caused by Unmet Expectations

Many frustrations in business and life come from expectations that were unclear, unrealistic, or never communicated properly. Clarity reduces unnecessary conflict.

N — Newton's Third Law

For every action there is an equal and opposite reaction. Actions create consequences and outcomes. Effort compounds. So do neglect and avoidance. Business Athletes understand that what they repeatedly do eventually returns to them in some form.

These principles are woven throughout this book because they are woven throughout business and life itself.

The goal is not perfection.

The goal is greater awareness.

Work out which principle is most relevant to the situation. Ask a quality question to reveal a better decision, followed by a better action and ultimately a better outcome.

Throughout the book, you will occasionally see one of the nine symbols related to the relevant gravity principle. The following page shows you the symbol and the relevant gravity principle.

In my experience, many of the challenges we face come from failing to identify the correct Gravity Principle at play.

The faster you can identify the principle influencing the situation and take action on it, the faster you can overcome challenges and accelerate growth and results.

THE 9 GRAVITY PRINCIPLES



Nine timeless principles that influence **everything** in business and in life.

G



GROWING OR DYING

Anything living is either growing or dying.

R



RETICULAR ACTIVATING SYSTEM

Your focus shapes your awareness.

A



ARE YOU ON THE FIELD OR IN THE STANDS

On the field you take ownership and action.
In the stands you blame and make excuses.

V



VILFREDO PARETTO 80/20

20% of the inputs generate 80% of the outputs.

I



IDENTITY ICEBERG

Skills, beliefs, values and environment drive your behaviour.

T



TRUE COMMUNICATION

True Communication is the response you get.

Y



YOUR QUESTIONS

The quality of your life is determined by the quality of your questions.

O



OUTCOMES

All upsets are caused by unmet expectations.

N



NEWTONS 3RD LAW

For every action there is an equal and opposite reaction.



January 3rd

Are You In The Game Or In The Stands?

In business and life, there is a continual choice between being on the field or sitting in the stands.

People on the field take ownership. They act. They learn. They adjust. They accept responsibility for their next move, even when circumstances are difficult or unfair.

People in the stands criticise, blame, complain, defend, justify, and wait for someone else to change things first.

When something goes wrong, people in the stands ask: “Whose fault is this?”

People on the field ask: “What can I do next?”

Business Athletes understand that being on the field does not mean being perfect. It means being willing to take responsibility, stay engaged, and keep moving forward.

The moment you move into the stands, your power disappears. Growth stalls. Momentum slows.

Ownership creates movement.

Blame creates stagnation.

Where in your business or life are you currently sitting in the stands when you should be back on the field?

“You can’t change what you refuse to confront.” — James Baldwin

February 7th



Focus On The Highest-Leverage Action

Distraction in business is often more dangerous than competition. Most business owners do not fail because there is a lack of opportunity. They fail because their attention is scattered.

There is one question that cuts through noise better than any app, system, or productivity tool: What is the highest- leverage action I can take today? Asked properly, it forces priority. It exposes avoidance. It reveals leverage.

Busy people make long lists. Business Athletes identify the move that moves the needle.

Your role is not to fill the day. Your role is to apply pressure where it matters most and where the return is greatest. One conversation. One proposal. One decision. One system improvement.

Focus creates momentum, and momentum compounds. The business often shifts not when you do more, but when you do the right thing first.

What is your highest-leverage action today — and what time will you do it?

“The successful warrior is the average man, with laser-like focus.”

— Bruce Lee

February 12th
Strategic Clarity Beats Hustle Every Time

Hustle feels productive. It's noisy, visible, and exhausting.

Strategy is quieter. It asks better questions.

Without clarity, a business owner fills their day with activity.

With clarity, a Business Athlete focuses on leverage.

You don't need more effort. You need sharper intent.

Clarity answers:

What game are we playing?

What do we say no to?

What is the one metric that matters most right now?

When strategy is clear, execution becomes simple.

When it's unclear, hustle becomes a coping mechanism.

Business Athletes pause to think, simplify, and focus on fewer, higher-impact actions. (see February 7 — What is the highest-leverage action I can take today?)

Clarity multiplies effort. Without it, effort multiplies waste

Where are you currently substituting hustle for strategic thinking?

"There is nothing so useless as doing efficiently that which should not be done at all." — Peter Drucker

May 1st



First Impressions Set The Tone For The Entire Relationship

First impressions are rarely neutral. They either build trust or create doubt, and once formed, they are difficult to reverse.

In business, this moment happens earlier than most realise. It is not just the first meeting. It is the first phone call, the first email, the first response time, the first experience of your systems. Every one of these sends a signal about what it will be like to work with you.

Business Athletes treat these early moments with intention. They understand that people are not just assessing competence, they are deciding whether they feel confident, valued, and understood. A rushed reply, poor follow-up, or lack of clarity does not just create inconvenience — it shapes perception.

The standard you set at the beginning becomes the expectation moving forward. Start strong, and trust compounds. Start poorly, and you spend the relationship trying to recover.

The goal is simple: make the first experience feel professional, clear, and considered.

Where in your customer journey are first impressions being left to chance?

“A good beginning makes a good ending.” — John Heywood

June 1st

Marketing Is Education

Usually businesses try to convince. The best businesses inform.

When your marketing educates, it removes fear, builds trust, and positions you as the authority before a sale is ever discussed. Prospects don't feel sold to—they feel informed. And informed buyers move faster and with greater confidence.

Education-based marketing answers the questions your prospects are already thinking:

How does this work? Is this right for me? What results can I expect? What are the risks?

If you're not answering these, someone else is.

Business Athletes understand that every piece of content—video, email, conversation—is an opportunity to guide a prospect from confusion to clarity. And clarity closes.

Stop trying to be clever. Start being clear.

Teach the problem. Teach the solution. Teach the outcome.

Do that consistently, and the sale becomes the natural next step—not a forced one.

What could you teach your market today that would make buying from you feel like the obvious choice?

“He who teaches, leads.” — Aristotle

June 13th

Guarantee Power



A guarantee removes risk for the buyers — and risk is what stops people from buying.

No matter how strong your marketing or sales process is, there is always uncertainty in the buyer's mind. Will this work for me? What if it doesn't?

A guarantee answers that before it becomes an objection.

It shifts the dynamic. Instead of the customer taking all the risk, you take some of it. That builds trust instantly.

Weak businesses avoid guarantees because they fear being taken advantage of. Strong businesses use them because they're confident in what they deliver.

For example, in my business:

If you show up, follow the process, and don't see measurable improvement, I'll keep working with you at no cost until you do.

This removes fear while still requiring commitment.

A well-structured guarantee doesn't increase risk—it increases conversions.

If you truly believe in what you do, back it. Make it clear. Make it simple.

Where could a strong guarantee remove hesitation in your sales process?

"The stronger your guarantee, the weaker your customer's resistance."

— Brad Flynn

June 30th

Make Your Marketing An Asset Not An Expense

Your accountant will tell you marketing is an expense to minimise.

Business Athletes see it differently. Done properly, marketing is an asset that keeps producing value long after the original effort or investment.

A helpful video, a strong referral network, an email database, a well-positioned brand, a book, a podcast episode, or a library of useful content can continue attracting leads and building trust for years.

That is an asset. Over the long term it puts money in your pocket.

Weak marketing disappears the moment you stop paying for it. Strong marketing compounds over time.

This shift changes how you think about marketing investment. Instead of asking:

“What will this cost?”

You begin asking:

“What long-term value could this create?”

Because the best marketing keeps working even when you are not.

What marketing assets are you currently building that will continue creating value 12 months and beyond from now?

“Short-term thinking creates short-term results.” — Simon Sinek

September 17th

The Bottleneck Is Usually You

Picture an hourglass.

No matter how much sand sits at the top, it can only pass through the narrowest point in the middle.

Businesses work the same way.

Growth is rarely limited by the amount of work available. More often, it is limited by a bottleneck.

For many business owners, that bottleneck is themselves.

Every decision needs approval. Every problem needs solving. Every customer issue ends up on their desk.

Business Athletes understand that if everything depends on them, the business can never grow beyond them.

The solution is not to work harder.

The solution is to identify the constraint and remove it through better systems, delegation, training, or technology.

A business can only grow as fast as its biggest bottleneck allows.

Where are you currently slowing your business down without realising it?

"A chain is no stronger than its weakest link." — Thomas Reid

October 24th

Communication Is The Lifeblood Of A Business

A business can survive a bad week, a slow month, or even a costly mistake. What it struggles to survive is ongoing poor communication.

When communication is strong, expectations are clear, problems are addressed early, customers feel cared for, and team members know what matters. Work flows. Trust builds. Momentum grows.

When communication is weak, confusion fills the gap. Assumptions replace facts. Small issues become large ones (do you remember playing Chinese whispers as a child?). Team members pull in different directions. Customers lose confidence. Frustration rises.

Communication is not just about talking more. It is about making sure the right things are being said, heard, understood, and acted on. Good communication creates alignment.

Business Athletes do not leave communication to chance. They make expectations clear. They address issues early. They ask better questions. They confirm understanding. They keep the flow of information moving.

A healthy business breathes through communication. If the flow stops, performance suffers.

Where in your business is poor communication currently creating confusion, delay, or frustration either internally or externally?

“Communication works for those who work at it.” — John Powell

December 31st It's Up To You



Over the course of this book, you have explored ideas, principles, tools, and strategies.

You have considered mindset, money, marketing, sales, systems, people, leadership, and fulfillment.

But knowledge alone changes nothing.

Business Athletes understand that results come from action.

Not perfect action. Consistent action.

The future is not determined by what you know.

It is determined by what you do with what you know.

No book can build your business for you. No mentor can take action for you. No system can replace personal responsibility.

The opportunity is yours.

So is the decision.

Because in the end, your business, your life, and your gold medal are up to you.

What is the biggest lesson you will take as a result of reading this book?

"You already know enough to change your life. The question is whether you will." — Brad Flynn

Business Athlete Quick Problem Solver

The right lesson at the right time can change the course of a business. Use this guide to quickly find the entries most relevant to the challenge you are facing right now.

I feel stuck or overwhelmed

- January 15 – Action Creates Clarity
- February 7 – Focus On The Highest-Leverage Action
- February 12 – Strategic Clarity Beats Hustle Every Time
- February 28 – Execution Is Key, Nothing Else Matters

Cash flow is tight

- April 22 – Beware Of The Cash Gap
- April 23 – Cash Flow Forecast – Your Sleeping Tablet
- April 24 – Speed Of Invoicing = Speed Of Cash
- April 28 – 3 Months Operating Cash Reserve

I need more profit

- February 3 – Have A Profit Plan
- April 8 – Thou Shalt Know Thy Margins
- April 16 – Should You Increase Your Prices... Yes!
- April 19 – Plug The Leaks Before Chasing Growth

Other Books by Brad Flynn

The following books are available on Amazon and Audible.

Find Your Cash

A practical guide to improving cash flow, increasing profitability, and uncovering hidden opportunities already within your business.

Find Your Ideal Employee

A step-by-step guide to attracting, selecting, and retaining the right people to help your business grow.

How to Work ON Your Business (and not just in it)

Practical systems and strategies for business owners who want to spend less time fighting fires and more time building a business that works without them.