



THE DAILY BUSINESS OLYMPIAN

SAMPLE - TOP 10 PRINCIPLES

365 DAYS. 9 PRINCIPLES
ONE BETTER LIFE

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

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The Daily Business Olympian

365 Lessons. 9 Principles. One better life.

Brad Flynn

Business Olympian Publishing

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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

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What is a Business Olympian?

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.

Olympians 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 Olympian 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 Olympians 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 Olympian 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 Olympians 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 Olympian, the gold medal is obvious.

For a Business Olympian, 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 Olympian 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 Olympians 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.



January 3rd

Are You On The Field 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 Olympians 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 Olympians 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 Olympian 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 Olympians 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

Revenue Is Vanity, Profit Is Sanity, Cash Is Reality

Revenue feels good. It signals growth, momentum, and market acceptance. But revenue alone can be misleading. A business can grow sales rapidly and still struggle behind the scenes.

Profit tells a more honest story. It shows whether the business model works. Whether pricing is right. Whether costs are controlled. Profit is where sustainability begins.

Cash, however, is where survival lives. You cannot pay wages, suppliers, or tax with profit on paper. Timing matters. A profitable business can still run out of cash if money is tied up in stock, debtors, or poor planning.

Business Olympians understand the relationship between all three and pay close attention to cash. They understand that revenue is the scoreboard headline, profit is the operating system, and cash is the oxygen.

When cash is strong, decisions become clearer. Pressure reduces. Opportunity increases.

When it is not, everything tightens.

Where is your focus right now — revenue, profit, or cash — and what does that reveal about the true health of your business?

“Profit is an opinion, cash is a fact.” — Alfred Rappaport

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 Olympians 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 14th

Benefits Over Features

Customers don't buy what something is. They buy what it does for them. Features describe the product. Benefits describe the outcome. And outcomes are what people care about.

A feature is "fast turnaround." A benefit is "you get your time back or save."
A feature is "high-quality materials." A benefit is "it lasts longer and saves you money."

When you focus on features, you make people think. When you focus on benefits, you make people feel.

And people don't buy based on logic alone, in fact this is only around 20% of the process—they buy based on emotion and justify it with logic afterward.

Your job is to connect what you do to why it matters.

Translate every feature into a meaningful result for the customer.

That's what moves people to act.

Are you describing what you do (logic), or are you showing why it matters (emotion) to your customer?

"Features tell, benefits sell." — David Ogilvy

June 30th

Your Database Is One Of Your Greatest Assets

One of the most valuable assets in any business is trust at scale.

A strong database—people who know you, follow you, buy from you, or engage with your business—can dramatically increase the value of a company. It represents attention, relationships, credibility, and future opportunity.

And it is expensive to build.

Most start-up businesses underestimate how difficult and costly it is to consistently attract customers, earn trust, and stay top of mind over time. That is why businesses with loyal audiences, strong referral networks, and quality databases are often worth far more than their physical assets alone.

Your database is not just a list of contacts.

It is a collection of relationships.

Business Olympians treat these relationships carefully. They nurture them, communicate consistently, provide value, and think long term.

Because when trust already exists, marketing becomes easier, sales become faster, and opportunities multiply.

How intentionally are you building and nurturing the long-term relationships that increase the value of your business?

“The money is in the list.” — Dan Kennedy

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 Olympians 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

December 30th

Success in Business, Fulfilment in Life

Success in business is a worthy goal.

A profitable business creates opportunities, freedom, and choice.

But business success alone is not enough.

Business Olympians understand that the ultimate goal is not building a successful business.

It is building a successful life.

A life filled with meaningful relationships. Purposeful work. Good health. Experiences worth remembering.

And time for what matters most.

The business is a vehicle. Not the destination.

Because success in business means little if it does not contribute to fulfillment in life.

What would need to happen for you to feel successful in both business and life?

"Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome while trying to succeed." —

Booker T. Washington

December 31st
Its 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 Olympians 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

About the Author

Brad Flynn is a business mentor, entrepreneur, speaker, and author who has been helping business owners since 2010 build stronger businesses and better lives.

A former electrical engineer and award-winning business coach, Brad has worked with thousands of business owners across a wide range of industries, helping them improve profitability, cash flow, leadership, systems, sales, and personal effectiveness. Throughout his career, he has been recognised as one of the world's leading business coaches and has developed practical tools and frameworks that have helped uncover millions of dollars in hidden profit and cash flow opportunities.

Brad believes that business is one of the greatest personal development journeys a person can undertake. His philosophy combines practical business principles with personal responsibility, continuous growth, and meaningful action.

Brad lives in Queensland, Australia, with his family and continues to help people build better businesses, better lives, and stronger communities.

For keynotes and working with Brad visit www.businessmentored.com

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.