

# BOOK SNAPS™

Zooming In On Your Next Read



## Whatever It Takes

By Brandon Bornancin

Brandon Bornancin is a serial salesperson (sold over \$100M in sales), a two-time, seven-figure tech entrepreneur, motivational speaker, and 18x, #1 best-selling sales author who is obsessed with helping you maximize your sales success. Today Mr. Bornancin is the CEO & Founder at Seamless.AI, a software platform that delivers the world's best sales leads with the first real-time B2B sales search engine powered by artificial intelligence. Seamless.AI helps salespeople, marketers, and entrepreneurs globally find accurate emails, cell phone numbers, and pitch intelligence for any professional in the world. Seamless.AI helps over 150,000 (and counting) companies flood their calendars and generate millions in sales.

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## Create the Life You Want On All Fronts

In the world of sales, success requires a special combination of attitude and implementation. When a go-getter says they will do whatever it takes to earn business and achieve the life they dream about, they actually have to get out there and do the work. They must be ready to act in big ways.

Brandon Bornancin is an author, CEO, and Founder of Seamless.AI, a Top 50 LinkedIn Startup. In *Whatever it Takes: Master the Habits to Transform Your Business, Relationships, and Life* he shares his secrets to success with an unmatched energy and passion that will inspire you to get out and make things happen.

There are many books out there that share success stories and inspire us to want more out of our business, relationships, and personal lives. Bornancin's book is different. His book is motivational, to be sure, but it also provides practical solutions and steps you can start taking today to create the life you want on all fronts, no matter what is happening in the world around us.

During the pandemic, Bornancin's company grew an astounding 300% and 50 of his employees received promotions. He credits their success to the principles he shares in this book. This book will fire you up and tell you how to keep the flame burning over the long term, even during times of unprecedented uncertainty.

If you are ready to make a complete transformation in your personal and professional life, there is no better time than right now and there is no better book to begin your journey than *Whatever it Takes*.

### Preparation

Sales training, courses, experts, and books all set out to help you achieve your goals but many of them miss the mark. At times contradictory and at other times outright confusing, Bornancin recognized that much of what he was consuming to get better was just like jumping on the bandwagon of the latest fad diet. The results were limited and never lasted. One of the missing ingredients was the importance of preparation. Specifically, you have to fully commit to the process and to the work, holding nothing back.



You have to overcome the biggest obstacles to your success, which lie within your own mind. “Your habits, mindset, beliefs, and choices can be changed at any time—no matter who you are, where you are going, what you believe, or what you are going through.” The first step is to prepare yourself for a radical shift by eliminating self-defeating thoughts. You have to stop telling yourself that you can’t do it or that you don’t deserve it. Never listen to these thoughts again. Believe that you have exactly what it takes to become successful and that you deserve that success. Eliminate every and all excuses and decide to do the work.

We all hold a set of beliefs that help shape who we are and what we value. The problem is that some of those beliefs hold us back, rather than help us move forward. “Success in life is based on about 10 percent of what happens to you and 90 percent how you respond, believe, and react.” Confronting and eliminating those responses, beliefs, and reactions that do not serve you are a major part of becoming prepared to do whatever it takes.

Naturally, the beliefs that limit you will be different from the beliefs that limit someone else. It’s a very personal thing. However, Bornancin has encountered some that show up again and again and stand in the way of becoming fully prepared for maximum success. Get rich quick schemes should be ignored. If you want to get rich, you have to do the work and it will be anything but quick or easy. Eliminate the false promise of these systems.

Many people are bogged down in regrets from the past. You have to let the past go and focus on creating a future of your own making. Regardless of what happened in your childhood or the failures you encountered as an adult, you can still make the future you want. But you have to cut loose the regrets or complaints about what happened earlier.

Finally, too many people focus on saving money instead of making money. Becoming overly focused on saving instead of making and investing money leads to a scarcity mindset. Scarcity thinking breeds anxiety and holds you back. “You can only save so much money with what you make. However, your earning potential is limitless. Don’t save money. Focus on investing in ways to make more money.”

## Mindset

Your mind is fully in control of what you can and will achieve. What you think about and focus on actually becomes your reality. This is powerful. You can use your mindset to dream and achieve big or you can use it to stay small. The choice is entirely yours. You get to define your destiny. Whatever you believe will “make or break you.” Bornancin asks you to “free your mind and your heart to dream big so you can believe that anything is possible.”

The first critical mindset shift is to move from playing defense to playing offense. What he means by playing offense is that you need to “go all out to maximize your sales, marketing, product development, customer success, branding—you name it.” Strive to grow your prospect list so much that you do not rely on one customer. You need a “wide portfolio of investments you’ve made with all of your activity, time, effort, capital, and resources.”

Goal setting is a major component to getting the right mindset for success. Bornancin recommends SMART goals, which are defined as being specific, measurable, attainable, relevant, and time based. You must set SMART goals for every area of your life, be it sales figures, the number you want to hit on the scale, or the state of your relationship.

Once you have goals set, you must set out to achieve them with an insatiable appetite. You have to go all out, each and every day, putting in the hard work that is required to get what you want. “There is no way to sugarcoat this.” If it were easy to make seven figures in sales, everyone would achieve it. Before you start, ask yourself if you are “willing to invest 1,000 hours into mastering this and working on this every day to become the best that you can be.” If the answer is no, you will not be able to do it. You have to give it your all and never, ever give up.

## Habits

Having the right mindset to succeed is a massive step in the right direction but your aspirations will fall short if you don’t turn those mindsets into action. You have to drop bad habits and foster the best habits for success. You cannot maximize your potential without walking the walk. Making a habit out of giving it your all is the only action plan you really need. Bornancin shares some specific habits that have helped him do just that. Everyone needs a “guiding light” that focuses their efforts each and every day. For Bornancin, he aligns his actions with his vision through asking himself a series of questions, taken verbatim from the book:

1. Does this help maximize my wealth?
2. Does this help maximize my health?
3. Does this help maximize my potential?
4. Does this help positively impact 1 billion people?

If he can answer those questions in the affirmative, he moves forward. If he cannot, he does not. Simple as that. Your guiding light will differ from his and from anyone else you know. Design them with your integrity in mind and “execute tasks aligned with your guiding light.”

Once your guiding light is developed, you can take an inventory of your habits. “Identify the habits that are moving you towards your goals and double down on augmenting them.” Habits that are moving you away from your goals should be minimized or eliminated completely. It’s hard work and it will not be fun. As the saying goes, old habits are hard to break. But breaking them is critical to staying true to your guiding light and achieving what you want to achieve. When you practice a new habit that is tied to your guiding light, celebrate that! It will help fuel your fire to keep moving forward.

Prioritization is the next crucial component. Each and every day you need to make a complete list of tasks that need to be accomplished. Those tasks must be ranked “with clarity and confidence. Focus on the activities that will generate the greatest return versus the ones that will have minimal impact.”



## Work and act the way that you expect others to work and act.”

Communication with your contacts must be an ongoing effort. You have to actually care about them as human beings and communicate that care on a regular basis. If they only hear from you when you want to sell them something, they will not be open to talking to you at all. “Your prospects and your network need to know that you care so much about them and that you would do whatever it takes to maximize their success, even if it means taking a bullet for them.”

### Secrets

Bornancin has a set of secrets that he is willing to share with his readers. These are practices that are far too often evaded or ignored by people who think they are doing what they must do to hit that target. The secrets are closely tied to values and integrity and they can be harder to live by than you might think.

Leading others, which becomes necessary once you achieve a certain level of success, is far more complicated than just leading yourself. “Work and act the way that you expect others to work and act. Bring the team up. That means considering the tone of every message you send—in person and in writing—so it aligns with how you want people to see you and how you expect them to act.”

The team, not you personally, should be given recognition and credit when things go right. Nothing good happens without the full effort of the whole team. Recognize them for their effort and valuable contributions, regardless of what percentage of the work they did to make the outcome happen. When it comes to mistakes or failures, the opposite tact is better. Be the very first person to take responsibility when things go wrong. “Your team will respond with greater loyalty and admiration and will assume their own responsibility because they will respect you for accepting the ultimate responsibility for the group’s performance.”

The greatest secret that Bornancin can share with you is something we have all heard before but he means it and it bears repeating. “Do what you love and love what you do and you will never work a day in your life.” He personally puts in 14 to 18 hours a day, every single day of the year. He does not take breaks. He shows up, day in and day out for one very simple reason: he absolutely loves what he does.

When he says you have to do what you love, he means “you really need to figure out deep down what you love and go do that all day long.” The key to making this aspect work is learning everything you need to learn and giving yourself access to all the tools you need to succeed.

Rest and recuperation are necessary, especially when you are putting in long days every day of the week. Bornancin and his su-

per-productive lawyer wife cannot take long vacations. Five days into a week-long trip they become bored and anxious to get back to their work and routines. Instead of taking one long vacation every year, they opt to take four mini vacations throughout the year. Every quarter, which works perfectly for sales professionals, they take a short vacation to celebrate all that they achieved in the previous 90 days. This “rejuvenates the mind, body, and soul and prepares them for the next 90-day sprint.”

Finally, you must pose some big questions to yourself that will ensure you do not lose your way when your life changes alongside your success. Instead of being driven solely by money, “start doing things because of your mission, your vision, and your purpose to change this world for the better.” Focusing on this much bigger purpose will keep you motivated and inspired for the rest of your life. Bringing other people value instead of bringing fatter checks to your bank account makes your relationships mutually beneficial. As a bonus, the money starts flowing faster, too!

When Bornancin was a college student, growing his first startup and achieving wild success, his personal life was turned upside down. His mother was diagnosed with early-onset Alzheimer’s that took her memories, her communication ability, and with it, her future goals and aspirations. She was waiting—for the right time or the right conditions to reach for her dreams. She never got the chance because of disease. Bornancin learned that life doesn’t wait for you. Nothing is guaranteed. If you want something, you have to get out there and take it. And that is what he is hoping you will do with the help of his book.

There are no excuses, only results. The time is now to start living your dream. No matter what is going on in the world, no matter what you have experienced in the past, you are in control of your destiny. You just have to fully commit, own your life, and make it happen. “The biggest mistake you can make in this life is to think that you have all the time in the world because you do not.” You have to do whatever it takes, starting today. If you can do that, you can do anything.