BETTER FASTER YOUNGER
BFY Founding Principles
By Jason Jarvis

1. **Freedom is better than money.** You will find more joy in $100k a year and a bunch of time to have a beautiful well-rounded life than if you make $600k a year and grind yourself into dust and hate your job and your life.

2. **When you are the right person, opportunities are everywhere — when you are not the right person, there's no opportunity so good that you can't screw it up.** The lesson — don't run around looking for the perfect opportunity. Take time to read and grow and try new things. As you develop yourself, opportunities will be everywhere.

3. **Always begin with the end in mind.** I have found that when I am indecisive or unmotivated, it's because I don't have a vision for what I'm trying to accomplish. For your best shot at real success, figure out what a great life looks like for you, then decide what kind of business and what amount of money might help you get there.

4. **Hustle culture is dumb and I don't know how to get rich quick or how that is supposed to make you happy.**

5. **Read books.**

6. **No success in life will make up for failure in the home.** Your business is a workshop to refine who you are so that you can show up powerfully in the relationships in your life that matter most. Have a goal and a purpose for your life that is bigger than money.

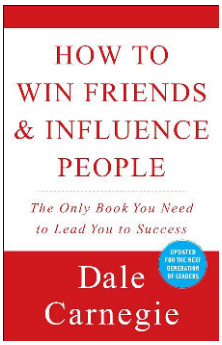
7. **It's okay to suck at something for a little while, it's not okay to wimp out.** Define your scoreboard and your self-esteem around things like effort and courage — not around outcomes that you can't always control like short-term financial success.

8. **You can get anything you want in life by helping other people get what they want.** Don't be a shark. Nobody wants to swim with a shark. Find a business you can be proud of, that you believe in, that serves others while helping you hit your goals.

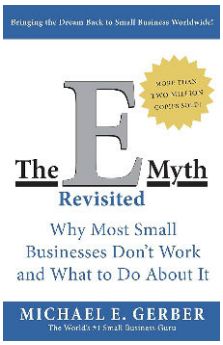
9. **Your life will always be bigger than your career.** Never lose sight of that. I love entrepreneurship so much, but I don't just love it because it has served me well financially, I love it because it has been a refiner's fire in my life that has helped me be a better husband, friend, father and leader. *"He who thinks his job is only about money misses the opportunities all around him to learn and grow."* Never get discouraged, just keep growing.

See recommended books and people on the back

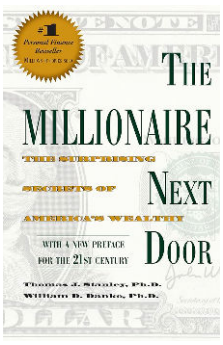
Recommended Books



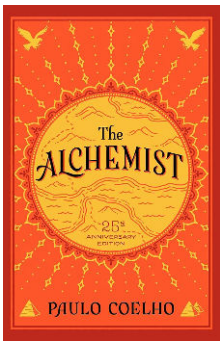
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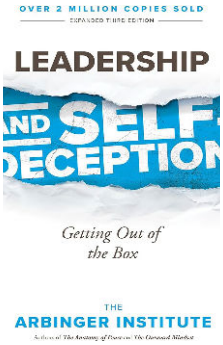
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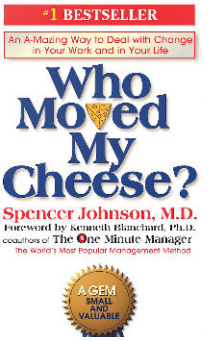
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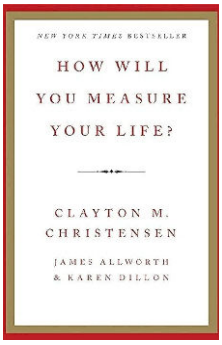
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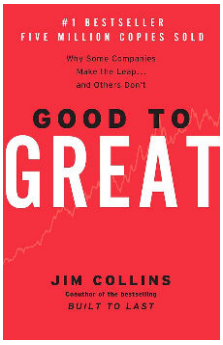
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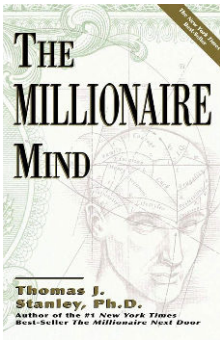
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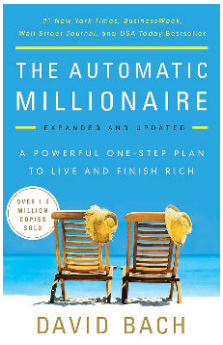
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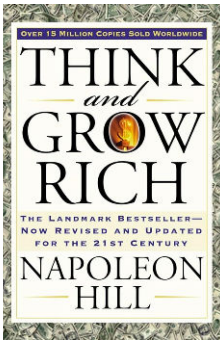
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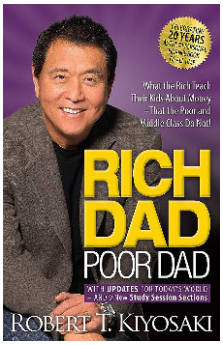
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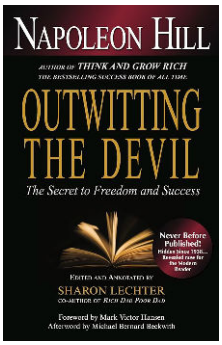
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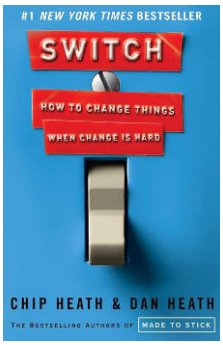
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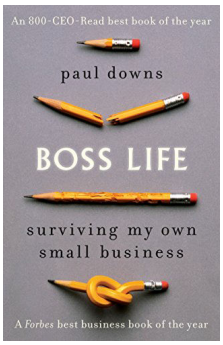
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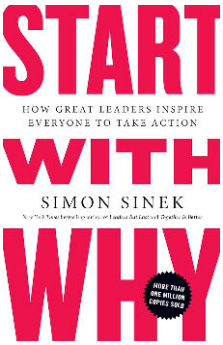
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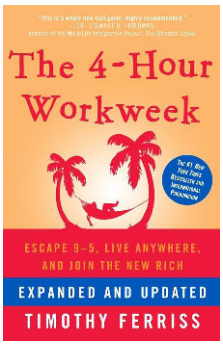
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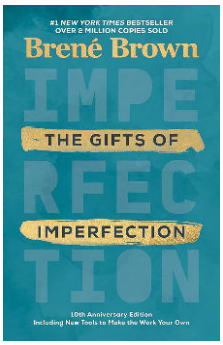
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13 hr 1 min



4 hr 31 min

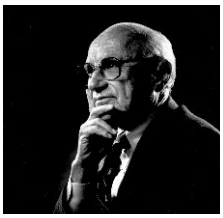
People you can follow who I generally think are smart and share good stuff



Mike Rowe



Clayton Christensen



Milton Friedman



Jordan Peterson



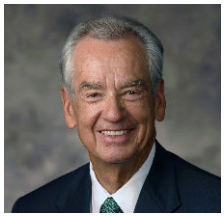
Simon Sinek



John Maxwell



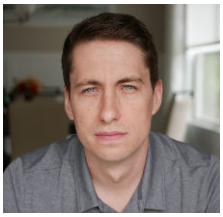
Gary Vaynerchuk



Zig Ziglar



Jesus Christ



Nick Huber



Codie Sanchez



Chris Koerner