

Have you ever cried?

This message isn't for everyone. In fact it's not for most people.
Most people have cried. Most people cry.

Not me.

I was above that. Crying was the behavior of the weak. The unintelligent.

The uninformed.

It was for those who didn't understand happiness. Or purpose. Or humanity.

Crying was for the people who didn't get that you can just reframe everything to be positive.

Then one day I cried...and I didn't fight it.

It was like the whole universe decided to crash in on me at once.

It didn't feel like I thought it would.

I thought it would feel like weakness. Like manliness leaving the body. Like I wasn't strong enough to survive.

I was wrong.

It felt like freedom.

It felt like life.

Like I was Alive.

Like having an emotion that wasn't happiness was actually its own form of joy.

Your emotions aren't something to be feared or locked away.

They are useful tools that can guide you on your journey.

This is especially true for business owners and entrepreneurs.

We're taught to "use logic."

People say "Whatever you do DON'T make decisions on emotion."

But it's a load of bollocks. We are emotional creatures. No one operates on pure logic. It's impossible.

Here's the cool part...once you learn to access your emotions more effectively you can actually make more logical decisions because you're AWARE of your emotions. You aren't shutting them out and merely pretending you're using logic.

And at the end of the day the single best way to grow a business is almost always through connections.

It may be a connection to another business. A friend who knows the right person. Or connecting with your prospect in a emotional way that causes them to buy your product.

No matter what your goals are I'd argue you'll get there faster if you can fully access your emotions.

That's a part of the LionHeart Workshops. I'm normally a little hesitant to talk about emotions with entrepreneurs...but it's too valuable to hide it from you.

So come hang out with Brent and I in Austin and you'll see how your emotions can take you to the next level.

>>> [Click here to check it out](#)

Talk soon

Ian "I may cry on planes" Stanley

P.S. I'm typing this on my phone in the airport in Zadar, Croatia. I hope I don't cry on the plane...or maybe I don't hope that. Who knows. Longer story for another day.

P.P.S. We've still got about 12 seats left for our next workshop in July. After this one we're raising the price to \$2500. You can sign up [here](#).