

# I Quit by Darren Hardy

A few years ago I had the chance to ask a billionaire how he achieved the proverbial “B” status. His answer flabbergasted me. Ever since then I have been trying to master his advice.

Here is a billion dollars’ (or, in his case, two) worth of advice, he said, “**Be a quitter.**”

Did you just say, “Huh?”

Yeah, that’s what I said, too.

But “be a quitter” was his advice. He continued by saying, “Whatever you are doing in your business right now, your goal really is to find a way to quit it. You need to stop doing almost everything you do at the office.”

He could see I was perplexed (as I’m sure you are now), so he explained further. “Once the founder has the vision, the key to succeeding on that vision is to delegate—and delegate as much and as fast as possible. Delegation is a form of quitting. The fact is that even if you are the most well-rounded and capable founder/CEO of all time, you are still better off delegating functions off to specialists. This allows you to multiply the size of your endeavor through large numbers of people rather than trying to do everything yourself. So the process of quitting is really trying to give up every part of your job as fast as you can, other than playing the part of visionary leader.”

You are probably thinking, “Yeah, right! Easier said than done!”

I was thinking that, too, and he could tell, so he explained further.

“Look, when you first start a business it’s likely that you are going to have to do everything—sales, customer service, accounting, all the way down to taking out the trash. Your goal is to get enough sales going so you can quit taking out the trash and hire someone else to do it. Get more sales going, then quit doing the accounting; hire a specialist to do it. Get more sales going and quit doing customer service, too. You want to go from everything to nothing—except leading. You only get there by quitting everything as fast as you can.”

He concluded by saying, “You want to turn labor into leadership. As the founder/CEO, you should not be doing [labor] anything. You should only be leading [others who are doing the labor].”

This is brilliant advice.

The reason most people don’t make it to billionaire (with a “B”) status is because they are doing the opposite. They are taking on more and more tasks for which they are not skilled. And when you are not a specialist at something, results are diminished.

So here’s what I want you to do today. Make your “I QUIT” list. Identify 10 things you are doing at the office that you vow to quit.

Then assign one of the “D’s” to it:

**Delete it:** Probably 50% of your time is occupied by things you should not be doing or engaging in at all.

Just Delete It! (Hey, that's a catchy slogan!)

**Delegate it:** If the task is not worth your pay grade, don't do it. Delegate it. Not sure? Take your annual income goal and divide it by 2,000 hours (average number of working hours per year). The result is your hourly rate.

For instance, let's say your annual income goal is \$250,000. Your hourly rate is \$125. Now for every task you do, ask yourself if you would pay someone \$125 an hour to do it. I'm guessing 90% of the time you are going to have to answer, "Uh, no way!" If so, then delegate the task to someone at a lower rate, who is probably also a specialist. The difference is yours to keep!

**Diminish it:** This is a big problem for most people, particularly perfectionists. Many people major in minors. They spend major time on minor tasks. It's not that the tasks don't need to be done, it's just that they just don't need to be done to that degree. They are minor in the grand scheme of things. Only give your major time to those projects, meetings, and engagements that are of major value to you.

So make your list and then hand in your resignations. Be a quitter and you'll be on the fast track to achieving that "B" status.