



**AWESOME**  
**Business**  
**FORMULA**

Marc Wileman

# Awesome Business Formula

7 experiments that helped me from a £1,750 Prince's Trust Loan to a 7 Figure National Company with a couple of Dragons & how to apply them...

Marc Wileman

## Disclaimer:

The last thing I want to do is insult your intelligence and I truly hope that this will strike you as blindingly obvious but the contents of this book do not constitute individual advice to the reader. The ideas, procedures and suggestions contained in the book are not intended as a substitute for consulting with a professional business adviser. Neither the author nor the publisher shall be held liable or responsible for any loss or damage allegedly arising from any information or suggestion in this book.

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# PREDICTION

*"The best way to predict the future is to create it"*

- Peter Drucker

*"Reality is merely an illusion, albeit a very persistent one"*

- Albert Einstein

Seven years ago I started my first company, Sublime Science, from my parent's spare room with a £1,750 Prince's Trust loan. I was 23 years old. I'd never ran a business before, didn't even know anyone who had. I had no idea what I was doing but was (and still am!) irrationally passionate about making science awesome for kids.

I've devoted the vast majority of the past seven years of my life to finding out what works and what doesn't. Tens of thousands of hours "invested" in trial and error and experimentation. I've boiled it all down to just seven experiments that I sincerely hope you'll find massively helpful.

## **Why listen to Marc Wileman? (WARNING: Risk-of-sounding-like-a-bragger-alert)**

The last seven years have been mindboggling. That £1,750 Prince's Trust loan has been repaid and I no longer have to live and work out of my parents' spare room. They're as thrilled as me. ;)

I've also grown Sublime Science from an idea in my mind to a 7 figure national company. Along the way I won a Great British Entrepreneur Award. I was also recognised as Young Entrepreneur of the Year. I secured investment on Dragons' Den (called Shark Tank in the US) and have learnt so much working with (Dragons!) Nick Jenkins and Sarah Willingham. I've even been labelled "a visionary" by Forbes. But far more importantly I've made science awesome for more than half a million children in the process.

As the success of Sublime Science started to build more and more people reached out for help. I was asked to share a few ideas on business and entrepreneurship with the Institute of Directors, the Princes Trust and the University of Nottingham. I realised I'm just as passionate about helping people succeed in business as I am about making science awesome.

## **The 2 Reasons this book is different?**

### **1. I'm not a guru!!!!**

I love people who are passionate about what they do and I want to help. Over the past seven years so many people have reached out and it's been an absolute honour to be able to help. That's why I've carved out the time to write this book. I have literally nothing to sell. Not a thing. If I read one more blog post from another hyped-up, self-righteous guru about how one magic secret will change everything I might actually cry. In Awesome Business Formula I just want to share a few ideas that have radically changed my life in the hope that they're a help to you.

### **2. The good ol' Scientific method.**

Sounds fancy doesn't it? All that really means is that my approach is "evidence based". Everyone likes to have an opinion on pretty much everything but if you're anything like me you're far more interested in results than hot-air. There's no theory here. Just stuff that's worked for me. It's worked for other business owners too but I WON'T ask you to believe me. Keep a healthy dose of scepticism. Test out ideas and find what works for you.

Let's dive in,

Marc

# 1. THE PASSION EXPERIMENT

*"You have to have a lot of passion for what you are doing because it is so hard...if you don't; any rational person would give up"*

- Steve Jobs

## The Passion Experiment - What it is?

There's so much utterly ridiculous nonsense written about passion in business and 'The Passion Experiment' is the best answer I've got. It's a deceptively simple way of looking at passion in a way that's pragmatic and more importantly, it actually works!

First, a little evidence.

Every single person I know who is a self-made multimillionaire is irrationally passionate about what they do. Every single one.

I'm NOT for one minute saying that every self-made millionaire on the planet is super-passionate but every single one that I've ever come to know has been. I'm not saying that being a millionaire is the most important thing ever but it is a solid indicator of some level of success.

I guess it's because of my science background but I'm a pretty evidence-based type guy. Every man (and possibly his dog!) has an opinion on business. My default position is to look at the evidence. In this case it's pretty overwhelming.

If we agree that being passionate is one of the keys to making your business (and life!) awesome then how do we actually get this done?

How can we tell if we're passionate enough about something?

Trouble is, the word 'passion' is used so often and it means different things to different people. So, I came up with a simple, quick little question that I use to help me figure out whether I'm passionate enough about an upcoming project or not...

## The Passion Question: "Would I do this for free?"

Yup, seriously, that's it.

Kind of underwhelming, right?

There is power in simplicity but before we dive into that check out my 'subtle' disclaimers below...

## The Passion Experiment - What it is NOT:

- **NOT-SO-SUBTLE-DISCLAIMER-No-1:** Being passionate about something is absolutely-nowhere-even-vaguely-close to a guarantee that your idea will be successful.

Clearly not. Plenty of people are 'passionate' about watching TV and eating junk food but these are not the easiest things in the world to turn into a real, viable business ;)

- **NOT-SO-SUBTLE-DISCLAIMER-No-2:** You don't have to want to do "all of it" for free.

I love to make science awesome for kids. I would do it for free (I still do!) - I also love to inspire entrepreneurs and help out and would do that for free. (Doing that right this second!) I WOULDN'T fill out paperwork, deal with

government red-tape and bureaucracy for free. I strive to do as little of that kind of nonsense as possible even if I'm getting paid for it.

Let's be clear here, having passion for something is definitely not some kind of magic-pill or easy button but passion is an infectious thing. You've probably the heard the saying "for every customer you lose by being too enthusiastic you'll gain 10".

Very true, pretty much the only "sales strategy" that I've ever used to sell several million pounds of (awesome!!!) "stuff". (That I am super-passionate about, of course!!!)

Of course you could, "fake it until you make it" and just go around manically pretending to be enthusiastic all the time.

BUT...

That's a massive hassle, a bit weird, genuinely difficult and you'd probably come across as fake or insincere.

If you have genuine passion for the project then you can just let your natural enthusiasm flow. You'll gain 10 customers for every one you lose and most importantly actually BE an enthusiastic person.

### **The Passion Experiment - Real-World Example**

My mission is to make science awesome for 1 million children. We do this at Sublime Science by making sweets and slime and blowing stuff up to get children excited about science all across the country. I'm unbelievably passionate about inspiring children to discover how awesome science can be and I honestly believe that the most important thing is to teach our children is how to think critically.

I also passionately believe that learning should be fun so we "sneak in the learning while they're having too much fun to notice". Oh, and who wouldn't be passionate about making slime?

But I'm NOT all that passionate about chasing people up who steal our science kit, who would be? Dealing with the 8 gazillion policies that the good folks at the government seem to invent to keep themselves amused.

Not a moan. Just being real and honest. And hopefully actually helpful. If you're passionate about your core purpose, that's awesome. I've never met a business owner or human(!) who's 100% passionate about every single aspect of their life so don't get derailed by that hype-train.

One of my favourite irrationally passionate entrepreneurs was Steve Jobs. He brought a level of passion and enthusiasm to the technical world of computing that's mind-boggling. He definitely 'made a dent' in the universe by doing so.

### **The Passion Experiment - Your Personal Experiment**

Over to you. Are you passionate about the business that you're currently in? How much of it would you do for free?

**ACTION:** For the next week, hour by hour, make a note as to whether you're passionate about your work or not. (Would you do that hour of work for free yes or no?)

At the end of the week you'll have your passion-percentage. Not all that scientific but simple, practical and actually works. Once you have that baseline, consider three changes that would mean you're passionate more often.

- Passion Experiment 1: \_\_\_\_\_
- Passion Experiment 2: \_\_\_\_\_
- Passion Experiment 3: \_\_\_\_\_

## 2. THE 80-20 EXPERIMENT

*"If we did realize the difference between the vital few and the trivial many in all aspects of our lives, and if we did something about it, we could multiply anything that we valued"*

- Richard Koch

### The 80-20 Experiment - What it is?

You've probably heard all about the 80-20 principle. The simple observation by Vilfredo Pareto that 80% of outputs come from 20% of inputs.

That's all lovely but what does it really mean?

To me 80-20 is not really about "maths", "statistics" or "data-crunching", it's about something so much more important...**YOUR freedom.**

If you're an entrepreneur or business owner and want to make an impact on this world then chances are there are always a million-and-one things to do. And the bad news is, there always will be! This leads to anxiety and stress that can overwhelm all aspects of your life but, even worse, it can destroy your dreams.

### The 80-20 Experiment - What it is NOT:

Let's be clear. There's no magic bullet here. No easy button.

One more thing. The numbers 80 and 20 aren't all that important. Could be 90-10, 99-1, 72-7, 78-4 - really doesn't make much difference. What we're looking at here is which "small amount of stuff makes a massive amount of difference".

### The 80-20 Experiment - Real-World Example

**WARNING: RISK-OF-SOUNDING-LIKE-A-BRAGGER-ALERT:** This is NOT theory. I've personally worked on applying these principles every day for 7 years and, in that time, I've gone from a £1,750 Princes Trust loan to a national company, won a Great British Entrepreneur Award, Won Dragon Investment, published 2 books, been labelled "a visionary" by Forbes and, more importantly, made science awesome for 490,000 children through my company Sublime Science.

There's a pretty uncomfortable truth that goes against everything we're told at school and growing up. Most things don't matter much. But just a few things make a massive amount of difference. I'd go so far as to say that making your dream a reality mandates figuring out which critical few things make most difference and working on them.

Simple but NOT easy.

For more examples there's a couple of resources I'd suggest. Hit up Richard Koch's book 'the 80-20 principle', it's an all time classic. The 80-20 Blueprint, by Stuart Carter, (yours truly wrote the foreword!) is a deep dive into how 80-20 practically applies specifically to business owners. Both are well worth the time.

## The 80-20 Experiment - Your Personal Experiment

How could you apply 80-20 to your business? What 20% of products and services lead to 80% of your profits. What 20% leads to 80% of the fun! What 20% leads to 80% of the stress.

- 80-20 Experiment: \_\_\_\_\_
- 80-20 Experiment: \_\_\_\_\_
- 80-20 Experiment: \_\_\_\_\_

Test it out and do let me know how you get on?

### 3. THE RITUALS EXPERIMENT

*"People do not decide their futures, they decide their habits and their habits decide their futures"*

- F. Matthias Alexander

*"We are what we repeatedly do. Excellence, therefore, is not an act but a habit"*

- Aristotle

#### **The Rituals Experiment - What it is?**

Good old virtues like "willpower", "mental toughness", "drive" and "determination" are always mentioned in anything you read about business success.

That's all fine. Those things are massively important and generally speaking the more driven and determined you are the more successful you're likely to be.

BUT

And it is a big BUT...

All these things come and go.

On my best day I'd say I'm as determined as anyone however I went through a bunch of adversity in going from that £1,750 Prince's Trust loan to a national company. I do have those days (like every human I've ever met!) where I'm NOT "firing on all cylinders", "crushing it" or ("insert other macho-nonsense-term!").

If you can relate, first off, that's completely normal.

What we need is a solution that works without requiring insane willpower or unbelievable mental fortitude.

Enter Rituals...

#### **The Rituals Experiment - What it is NOT:**

Rituals is a bit of a weird word.

I define rituals as "stuff you do deliberately every day".

Rituals is not a "magic secret" or "internet millionaire special thought" but quite literally the act of behaving in a deliberate way, every day, in a way that's congruent with your goals.

#### **The Rituals Experiment - Real-World Example**

Let's make this real.

To help make science awesome for 1 million children with Sublime Science one of my goals was to increase my results, daily.

Most will tell you to "get fired up" or "just do it" or just reiterate some "hypey-macho" nonsense. They'll probably then follow-up with a less than healthy dose of pop-psychology (that they don't really understand!).

All fine, except for the fact that it doesn't actually work for most people.

Didn't work for me, that's for sure!

What I recommend....

## "The Morning Ritual"

Please don't miss this due to its almost comic simplicity.

**When you get up, do the same things, in the same order, every day.**

Here's an excerpt from an article I did for Business Zone about how I structure my day. Your day should look different. Your day should be what works best for YOU.

### **Business Zone Article:**

*The founder builds his day around blocks of time. That means the first post coffee, post protein shake block is at the start of the day, during which he completes a specific task distraction free.*

*"My preference is always to do it first, that puts you in a good mind frame and you can enjoy your day more. If something can't happen then for whatever reason I'll do it when it has to happen. I don't like to break the habit," he says.*

*After this, there's an opportunity to get something to eat, check emails and be more flexible while moving through other task/ blocks. Generally, the last block is completed after working hours when suppliers etc. have gone home. He'll work the weekends too, but for fewer hours and generally only in the morning.*

### **The Rituals Experiment - Your Personal Experiment**

What would be the optimal way to start your day. What will you drink first (black coffeeeeee!!!). What will you eat first? What will be your first task? Where will you complete this task? How can you make sure that you're not interrupted?

- **Rituals** Experiment 1: \_\_\_\_\_
- **Rituals** Experiment 2: \_\_\_\_\_
- **Rituals** Experiment 3: \_\_\_\_\_

Test it out and do let me know how you get on?

## 4. THE PESSIMISM EXPERIMENT

*"Set aside a certain number of days, during which you shall be content with the scantiest and cheapest fare, with coarse and rough dress, saying to yourself the while: "Is this the condition that I feared?"*

- Seneca

*"Named must your fear be before banish it you can"*

- Yoda

### The Pessimism Experiment - What it is?

"Positive thinking" has got to be one of the most overrated concepts in the history of man-kind.

Let me explain...

I love to go through life seeing the best in people. Seeing opportunities rather than problems and genuinely believing, that despite what the mainstream media would have you believe, most people are pretty awesome.

BUT...

There's that BUT word again...

Ignoring the negative side to business and life can have some pretty dire consequences. Us entrepreneur types are generally pretty optimistic and that's awesome but overlooking the negative can lead to disaster.

The biggest issue with positive thinking is that some of the people that embrace it go about merrily skipping along assuming nothing bad will ever happen.

But then something bad does happen.

What now?

They're stumped. They panic. They feel overwhelmed. They never saw it coming.

Even if nothing bad does happen they still worry about it constantly. It eats them up. Can you relate?

Thankfully, there's a simple solution.

**STEP1.** Define the: "Reasonably likely worst case scenario".

**STEP2.** Accept that it could happen and consider: "What would that mean in 10 years time?"

**STEP3.** Reduce the risk of that happening with simple steps if possible.

**STEP4.** Create a quick plan as to the steps you could take, if the worst should happen, to get right back to where you are now.

That's it. Done. The most important thing this does is it actually relieves worry.

Our minds play tricks on us (God knows mine does!) and bad things that could happen can swell up in our minds beyond anything that could ever be considered reasonable.

But by defining the worst (relatively likely!) case scenario we make it more real. We can then move past it and onto plans to prevent it and move forward and most importantly move forward with less stress.

Worth a shot, amigo?!

## The Pessimism Experiment - What it is NOT:

It's not about being a "neghead". Those people who can't seem to see anything but problems. Despite the fact they tend to live in one of the most prosperous nations on Earth in one of the most abundant times in all of human history. We all know one or two. They're no fun and never do much anyway. Best to just leave 'em to it ;)

## The Pessimism Experiment - Real-World Example

Let's make this real.

Sharing your company idea with 3 million people on Dragons' Den is the perfect example of this. I know, I know. It's very likely that you'd never want to go on Dragons' Den but if it works so well for something like that then how could it work for you?

**SOUNDS-LIKE-BRAGGING-BUT-HONESTLY-REALY-ISNT-NOTE:** My Dragons' Den experience was awesome. I got so many compliments from the Dragons. Four Dragons wanted to invest and I got two investors for just 10% of my company at the exact equity I'd asked for. BUT I obviously didn't know that would happen before I walked through those lift doors! Here's how I prepared:

**STEP1.** Define the: "Reasonably likely worst case scenario"

- I pitch badly, panic under the (massive, gulp!) pressure of being watched by 3 million viewers . Get mocked by the Dragons and leave with no investment.

**STEP2.** Accept that it could happen and consider: "What would that mean in 10 years time?"

- that could happen. It would suck but my close friends and family that love me in life would still love me and in ten years time it would probably just be a funny story we'd laugh about together. (The ten years time question really helps me to find my perspective)

**STEP3.** Reduce the risk of that happening with simple steps if possible.

- I put in a massive amount of time and effort to watch previous episodes of the show and prepare for common questions. I also made sure that I knew my numbers and had researched the Dragons' backgrounds.

**STEP4.** Create a quick plan as to the steps you could take to get right back to where you are now.

- If the worst would have happened we'd have probably still got lots of new customers just because so many more people would have known about what we do. Mentally, not too much can be done. Just accept that if you take chances and have the courage to follow your dreams, sometimes you'll fall. Pick yourself up and move forward.

## The Pessimism Experiment - Your Personal Experiment

I massively hope you can see that this Experiment has nothing to do with me or Dragons' Den but is about adopting a more Stoic attitude to life. What's nagging in the back of your mind that you could apply the practical pessimism experiment to?

- Practical Pessimism Experiment 1: \_\_\_\_\_
- Practical Pessimism Experiment 2: \_\_\_\_\_
- Practical Pessimism Experiment 3: \_\_\_\_\_

Test it out and do let me know how you get on?

## 5. THE BE DIFFERENT EXPERIMENT

*"There is no great genius without some touch of madness"*

- **Seneca**

*"Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently -- they're not fond of rules... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things... they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do"*

- **Steve Jobs**

*"Today you are You, that is truer than true. There is no one alive who is Youer than You"*

- **Dr. Seuss**

*"whenever you're on the side of the majority it's time to pause and reflect"*

- **Mark Twain**

### **The Be Different Experiment - What it is?**

That last one is one of my favourite quotes and is an awesome way to start things off.

Not to bring you down but the "average" business goes bankrupt within a couple of years leaving the entrepreneur devastated with a mountain of debt.

If "average" is that bad then we definitely want to do things differently.

### **The Be Different Experiment - What it is NOT:**

It's not an excuse to be that argumentative and ridiculous person that just wants to do everything differently for no reason. We all know someone like that. Twain said: whenever you're on the side of the majority it's time to **"pause and reflect"** not **"pause and definitely do the opposite and post on social media about it all the time"** ;)

### **The Be Different Experiment - Real-World Example**

Just to take a trivial example, there's this idea that you have to look like "a business owner" to be successful in business. But is that really true?

Richard Branson, Steve Jobs, Mark Zuckerberg, Oprah Winfrey?

All billionaires but I'd say none fit that "typical business-owner look".

Seven years ago when I started Sublime Science so many people told me I was "too young".

I was 22.

Zuckerberg became a billionaire by age 23! Never seen that guy not wearing a hoodie. Worth a thought. Everyone told me I needed to wear a suit and look more like a business owner. "Zucks" still seems to be doing just fine in his trusty hoodie.

Am I saying you should wear a hoodie and try and act like an silicon valley start-up? Nope, just saying it's worth being different. It's worth being yourself. It's guaranteed to be a lot less effort than faking being something you're not and might just make things work out a lot better too.

## The Be Different Experiment - Your Personal Experiment

How can you test out "being different" in your business? What would happen if you did the exact opposite of what you're doing now. Worth considering...

- Be Different Experiment 1: \_\_\_\_\_
- Be Different Experiment 2: \_\_\_\_\_
- Be Different Experiment 3: \_\_\_\_\_

Test it out and do let me know how you get on?

## 6. THE ASSOCIATION EXPERIMENT

*"You're the average of the 5 people you spend the most time with"*

- Jim Rohn

### **The Association Experiment - What it is?**

Love that quote. Definitely worth a few minutes of thought...

Whether the power of association is quite that powerful is up for debate. What's certain to be true is that the people you choose to interact with matter. They matter a lot.

### **The Association Experiment - What it is NOT:**

The association experiment isn't some audacious call to abandon all your friends and family. Neither is it a call to go around in life being pompous, judgemental or self-righteous. Second-guessing whether you can interact with someone by scoring people against this prescribed notion of whether they're 'successful enough' is well beyond lame.

It's really about deliberately and consciously hanging around with people that light you up and inspire you and eliminating time spent with people who drag you down and bum you out.

Simple and obvious?

Yup.

The single thing that's changed my life the most?

Yup, that too! :D

### **The Association Experiment - Real-World Example**

Let's make this real.

A couple of years ago Sublime Science started to really take off and I was invited to the finals of the Great British Entrepreneur Awards.

(I was highly commended as Young Entrepreneur of the year and went back the following year and won a Great British Entrepreneur Award - perhaps some kind of lesson about persistence there)

Anyway,

I had a ton of stuff going on, events, work and different things and ended up having to go to the awards alone. (Not a great start)

BUT

I was determined to make the most of the opportunity and literally the first person that I met at the Awards was a dude called Shane Lake. (The guy who founded hungryhouse.com - the food app where literally millions of takeaways are bought every year and at that point in my life arguably the most successful person I'd ever met).

It was a big formal fancy event - you know the type of thing. Can be a bit intimidating. I'm not the best networker in the world but, for some reason, I just walked up to Shane said "Hi" and just congratulated him on all his success.

Turns out he's an awesome dude. We got chatting, had a couple of beers and he told me all about how his business got started with no capital but he went on Dragons' Den (see where this is going?).

Shane didn't get the investment on the show but it lead to a massive opportunity for him and incredible success.

We had another beer. Had a chat about me going on the show. Seemed like a solid plan, said Shane.

"What's the worst that could happen?" - he asked (one of the most powerful questions in the world, that).

Anyway. A couple of chats and couple of beers and I end up going on Dragons' Den and end up getting investment from two (awesome!!!) Dragons, Nick Jenkins and Sarah Willingham.

That's the power of association.

Could it have happened without that chat? Sure.

Would it?

Maybe.

But maybe not.

Sometimes these little nudges in life make a big difference.

**But wait...there's more!** (old shopping channel reference there for you, not enough of those about!).

Since winning Dragons' Den I've been working with Nick Jenkins (famous for selling Moonpig for £150,000,000 and Sarah Willingham, of The Bombay Bicycle Club and London Cocktail Club fame).

Once again. I've found my level of impact has shot up.

Yes there's been help.

Yes there's been a boatload of media but there's also the power of association in effect.

One final thought. The power of association is fun! I'm talking about hanging around people you like and who fire you up and inspire you. There is literally nothing to lose and everything to gain.

### **The Association Experiment - Your Personal Experiment**

I know there was a lot about me in this experiment but that's just because I think that personal examples are the best way to share ideas. It can, and will, make a huge difference to you too. What three things could you test out to leverage the power of association? Join a networking club? A mastermind? Just block out a bit of time to hangout with old friends? Which people should you interact with a bit less? Not at all? Have a think and experiment wisely.

- Association Experiment 1: \_\_\_\_\_
- Association Experiment 2: \_\_\_\_\_
- Association Experiment 3: \_\_\_\_\_

Test it out and do let me know how you get on?

## 7. THE GRATITUDE EXPERIMENT

*"Some people grumble that roses have thorns; I am grateful that thorns have roses"*

- Alphonse Karr

*"Often people ask how I manage to be happy despite having no arms and no legs. The quick answer is that I have a choice. I can be angry about not having limbs, or I can be thankful that I have a purpose. I chose gratitude"*

- Nick Vujicic

### **The Gratitude Experiment - What it is?**

Maaan, I struggled to know whether to put this experiment in here.

It's kind of personal and there's a real risk that I sound like a self-righteous preacher or a massive hippy. Or both!

But, I genuinely actually care about helping. Here we go!

So, my take on gratitude.

It's a beautiful emotion.

Makes you feel awesome. Lit-up, alive. It's infectious.

There's also been a whole bunch of studies that have shown the more grateful we are the happier we'll be, the longer we'll live and the more unicorns we'll see (scratch that last one!).

### **The Gratitude Experiment - What it is NOT:**

To test out the gratitude experiment we don't need to be grateful for every single thing inside of every single moment. I think that's a cool idea and something to aspire to but I've never managed to come anywhere close so we'll just keep this simple, easy and effective.

Sound like a plan?

### **The Gratitude Experiment - Real-World Example**

I seriously started thinking about gratitude about 2 years ago.

I seriously started acting on that thought about 18 months ago (not the sharpest sometimes, me!).

The last 18 months have been both the happiest and most "successful" (whatever that means but from a business-building sense, at least) of my entire life.

I won investment on Dragons' Den, won a Great British Entrepreneur Award, was labelled as "a visionary" by Forbes, featured in the Huffington Post, took my company national, grew it massively, made science awesome for more children than ever before. All that type of good stuff.

### **What did I do?**

I applied "the ritual experiment" and "the 80-20 experiment" to the subject of gratitude.

I wanted to be more grateful but didn't want to change my entire life or go around being fake/hypey or weird. I also wanted to use the 80-20 principle to make a small change and get a big result.

## **What did I ACTUALLY do?**

I adopted a night-time ritual.

Before I fall asleep everyday my (awesome!!!) girlfriend and I ask each other "tell me what you're grateful for?" then just say one thing we are grateful for that day.

That's it.

Doesn't have to be anything huge. Anything big or fancy. Can be something as simple as being grateful for finally catching up with an old friend. Having an awesome cup of coffee. The stars being beautiful. Or having the biggest business achievement of your entire life. Doesn't really matter all that much. Consistency is key.

## **The Gratitude Experiment - Your Personal Experiment**

Let's get you started on your gratitude experiment.

**ACTION:** Every night ask "tell me what you're grateful for?" - just say whatever comes to mind with no judgement, hassle or ego.

Test it out and do let me know how you get on?

A few friends and business owners have tried this out and seen incredible success. They've asked me a couple of questions which I thought I'd share.

### **Questions & Answers...**

Wouldn't it work better if you did more?

- It might do. I like to shoot for super-low easy goals and just achieve them every day. If you're grateful for three things just say three things. By starting with one thing there's no pressure there so things are easy. Even if you've had a terrible day there's always one thing you can find. Takes literally seconds.

Can I write them down?

- Yup. I have tried this before but fell in and out of the habit. The 'accountability' of saying them to someone else made the difference for me. Maybe it will for you?

What to do if I'm single or my partner and I are away a lot?

- If you're single just do the same thing with a friend. Obviously it has to be someone you're comfortable with. It's a really beautiful way to be close to someone. If the two of you are apart just send a text. Done.

What do I do if I miss a day?

- Just start again the next day and don't worry about it. If you're not doing it at all at the moment then you'll probably see a massive improvement just practicing the gratitude experiment "some of the time".

## CONCLUSION

*"Ideas can be life-changing. Sometimes all you need is just one more good idea"*

- Jim Rohn

*"Today is your day! Your mountain is waiting. So... get on your way"*

- Dr. Seuss

So, that's that then.

As you've almost made it to the end of Awesome Business Formula I'm going to let you in on a little secret.

My (ethical!) selfish reason for writing this...

Yes, lots of people have reached out for help over the past seven years. I'm genuinely honoured and humbled by that but I do have a slightly more selfish reason for writing this.

Before I tell you what that is I've a quick story to share.

A couple of months ago I got an email from a mum. Seven years previously she booked her son a Sublime Science party. Back then Sublime Science was just me so I know I was the Sublime Scientist who made the slime and launched the rockets.

She mentioned how much the children absolutely loved it. Now, that's awesome in and of itself but what she said next blew me away.

Turns out her son got so inspired by that Sublime Science Party he's been experimenting ever since. Seven years later and he's about to start his GCSE's and is determined to become a great scientist!

What's this got to do with you?

Messages like that mean the world to me.

Can't get them out of my head. Someone on a path to doing something awesome (partly!) because of something I did.

Such an awesome feeling (can't buy feelings like that). Can't buy anything that awesome.

Which brings us to my selfish reason for writing this:

I want you to send me that message that means the world to me.

Take an idea, run with it and somewhere down the line, let me know how you get on.

I hope you find all the success that you're looking for. I hope that I helped in some small way. I hope so like you wouldn't believe.

Stay awesome,

Marc

Marc Wileman

Founder, Sublime Science & Author of Awesome Business Formula