



UPHILL WOW

WORDS OF WISDOM

TYLER HARRIS

WHAT ARE 3 SIGNATURE THINGS YOU TELL PEOPLE REGARDING YOUR AREA OF EXPERTISE?

Sales: "Riches in Niches"

- Don't try to be all things to all people. The more narrow you can make your niche, the better.
- Figure out the people that you ENJOY working with and build a system around serving them.
- Devote yourself fully to understanding your target market. This is the ultimate form of respect.

WHAT IS YOUR FAVORITE QUOTE?

"If you seek pleasure, the world will deliver you pain. If you seek pain, the world will deliver you pleasure" - Joseph Caldwell (my mentor)

IF YOU COULD OFFER ONE PIECE OF ADVICE, WHAT WOULD YOU TELL YOUR YOUNGER SELF?

Be patient. The struggle will be the best part of your story and your greatest source of strength.

WHAT ARE YOUR 3 FAVORITE BOOKS?

- **Jab, Jab, Jab, Right Hook** by Gary Vaynerchuk
- **The Secret** by Rhonda Byrne
- **QBQ: Question Behind the Question** by John Miller

WHAT ARE YOUR 3 NOUNS THAT DESCRIBE YOU?

- Competitor
- Servant
- Creator

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