



FIVE WAYS TO  
TRANSFORM  
YOUR  
MISTAKES  
INTO  
SUCCESS

BY MATTHEW TURNER

STARTING  
TODAY

# FIVE WAYS TO TRANSFORM YOUR MISTAKES INTO SUCCESS—STARTING TODAY

BY MATTHEW TURNER

Growing up, we're terrified of making mistakes. They represent red ink splattered over homework, time-out's in the corner, slapped wrists and detention. But mistakes are a valuable aspect of life, and this is the picture I plan to paint in **The Successful Mistake**.

It's not about glorifying them, rather understanding them, and with the right mindset, how we can always turn them around, learn from them, and transform into our greatest ideas yet. After all, when my lovely son (*Kid Turndog*) fell over time-after-time whilst learning to walk, I didn't bombard him with insults and punishment.

Each stumble pushed him closer to the promise land, and it's no different with your business. After interviewing 100+ Successful Entrepreneurs, the most common response I get is, "*Choose only one?!? Wow, that's tricky, because there's so many.*"

With this short PDF, I wish to share 5 things you can do TODAY, to better approach your mistakes and begin transforming them into success. I'd love to hear your thoughts, so be sure say hello at:

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**INVITE OTHERS TO JOIN  
THE SUCCESSFUL MISTAKE ADVENTURE**



# 1: TAKE A MOMENT TO BREATHE

Rationally speaking, when a mistake occurs (*be it one you made, or somebody else in your business/world*), you should work and graft and do everything you can to fix it, right?

Well, one common theme that pops up again and again, and seems to separate the successful from everybody else, is the ability to walk away and take a few moments to assess everything.

**Corbett Barr took a six week trip to Mexico.** Desiree East ran away to Bali for six months.

Although on opposite sides of the world, both of these successful individuals saw a new light, met new people, and were able to reassess their issues in a calm and collect way.

Sometimes all it takes is a five minute walk, or a long shower, or a good book. The point is, you rarely make good decisions when in *panic mode*, and it's almost impossible to see the bigger picture - *the potential lessons from this mistake, what ideas you can take from it, new processes to implement...*

Your gut instinct is to give yourself a hard time and work and work and work. You fix it. You do whatever you can to minimise the damage the mistake creates.

Don't get me wrong, sometimes you can't run off to some foreign land to *find yourself*. In fact, most of the time you won't be able to. This is your life, and your business, and your dream, so it's up to you to turn things around.

*but, there is always time to step back and take a moment to breathe*

It may seem irrational - *to take a breather when all hell breaks loose* - but when you think about it, it makes all the sense in the world. Consider how clear and creative you are after a long walk, or a yoga session, or a trip to the gym, or a lovely meal with a friend you haven't seen in a while.

Generally speaking, we don't make good decisions when panicked. So, no matter how big or small a mistake, take a big breath, remove yourself from the situation, and allow your mind to roam free. If you don't, you may make the whole situation a great deal worse.

## 2: FACE THE MUSIC

I know I'm guilty of this. When tough times come, we run away, and not the good kind of running away, either; where you clear your head and figure out what to do next.

Oh no, I mean the dreaded act of procrastination, and delaying the inevitable truth.

**Jordan Harbinger delayed firing an employee** because he didn't want to face the music (*plus, he happened to be his friend*), instead coming up with new roles for him - *even though this particular employee was useless*.

Chris Brogan allowed his money issues to rumble on-and-on, rather than take action and change course straight away. The result? An unhealthy bank account and far too much stress. And yes, that's the same Chris Brogan who rocks out like no other, these days.

Too often, we know deep down we're making a mistake, or a particular project is doomed, or an idea won't work, but rather than admit this to ourselves, we give it another day... another week... another month... until a small mistake develops into a mammoth-sized catastrophe.

**Face the music!** Once you've taken a step back and cleared your mind, act. Don't wait. Don't give it another few hours or days or a second chance. No matter what excuse you come up with, the answer is always the same:

stupid, stupid, stupid procrastination

In doesn't help. Things only get worse. Until you take action and grab hold of the situation, the stress and pressure and worry continues to build. The mistake consumes you. It rocks your world, and not in the good kind of way, either.

It's okay to admit when you make a mistake, or if an idea isn't working. Pretending otherwise when your gut screams at you to shape the f%&k up, helps no one. Which brings us to our next step...

### 3: DO NOT ALIENATE YOURSELF

Why do we give ourselves such a hard time over making mistakes? I'll tell you this much, from what I've learned interviewing 100+ successful people, this mindset changes rather quickly.

In the beginning of starting a business, we're terrified of mistakes. They embarrass the hell out of us. After a short time of living the entrepreneurial life though, and earning some money, authority, and fame, you soon let go of your pride or dignity or whatever it is holding you back.

**The common reaction is to alienate yourself** and slip into a lonesome depression. After all, it's your problem, so why bother other people with it. Why admit you're weak to peers, clients, and followers? Why involve your family, when they rely on you more than anyone else?

because you can't get through mistakes on your own

Despite hitting rock bottom and losing it all, Dan Miller opened himself up, shared his story, and was honest with every single person, customer, and stakeholder. On the other hand, Alan Kipping-Raine kept his worries and issues bottled up, and slipped into a state of depression.

We're all human. We all make mistakes. In fact, would you like to know a not-so-secret secret? Entrepreneurs and Business Owners make more mistakes than most!

Why? Because they're risk takers and ambitious misfits who want to change the world. You don't achieve this by playing it safe, but where there's risk, there's the potential to fail and mess up.

My friends often say to me, "How the hell do you get people to share their mistakes? Nobody wants to put their dirty washing in public like that."

My response, "You'd be surprised. Most people tell me they have far too many to focus on just one."

Successful people share their mistakes with the world. They write about them. They let their loved ones in, and ensure they understand. They lean on the shoulders of other business owners, because this is where answers and fresh ideas reside.

A big part of embracing your mistakes, and transforming them into something wonderful, is to admit them, and to admit them to others. Bottle it all up, and you're forced to struggle through it on your lonesome. This never ends well, so seek solace in those around you.

## 4 : CONSIDER THE BIGGER PICTURE

As soon as you make a mistake, the short term is the only thing you focus on. *'How do I fix this?'* and *'What do we need to right now?'* and *'Where's that bottle of whiskey?'* and so on and so on...

But what helps you transform a mistake into success is the big picture. The vision you created in the beginning; your version of success; the values you hold dear to your heart, and that matter above all else.

This bigger picture thinking is what keeps us on the strait and narrow. It's this that ensures we work with the right clients, hire the right people, and implement the right projects. It's easy to get caught up in the many opportunities we come across each day, so we ask ourselves, *"Will this help me get to the promise land?"*

The same applies when you make a mistake. Despite wanting to focus on the here-and-now, and how to fix the mess you've gotten yourself in, if you take a step back and think about that grand picture, the haze lifts.

**When Claud Williams lost all passion for his work**, he thought about his definition of success, and why he started his business in the first place. Before long, he dropped certain clients, delayed other projects, and realigned his entire path. Not only did he regain his passion, but took his work to exciting new levels.

Erin Blaskie's busy schedule affected her quality of work. By looking at the bigger picture, she realised this went against everything she stood for, and instead learnt to say no, approach new ideas differently, and scale her business in a way that remained true to her values.

Making a mistake doesn't negate what you set out to achieve. If all you do is focus on the short term and what to do RIGHT NOW, how can you be sure you remain on the right track?

your vision is there to guide you, so consult it whenever you can

Like I say, our initial reaction is to fix everything right now, and think about everything else later. But this approach can lead to super bad times, because you may correct a mistake, but cause a larger, more impacting one further down the line.

It all comes back to taking a deep breath and freeing your mind. Don't react straight away, and don't focus only on the present. Right now is important, but so is tomorrow.

## 5: PERSIST ... PERSIST ... PERSIST

We all want immediate success. When I started out, I expected a rough couple of months, but figured things would get easier after that. Sometimes this is the case, but often those couple of months manifest into six months... a year... several years...

You take one step forward, then a couple back, and you feel like you're running in circles.

It's tough. It sucks. I feel you, because this is how I feel most days. And when you make a mistake... forget about it! All you want to do is give up or throw an idea away to try something new. But something that shines through every single interview I do, is persistence.

Successful people persist through the good times and bad. They don't give up on an idea as soon as hardship hits. Sure, sometimes you have to quit or pivot or scrap a project. I'm not saying you should persist forever, but most of the time you have to.

**Fraser Doherty spent an entire year and a whole chunk of money** designing his brand in preparation for a big meeting. They didn't like it, and most people around him said, "Good try, but maybe now you should give up, go to university, and get a real job." Does that sound familiar?

He persisted, though, and took the valuable feedback from the potential customer on board. He came back stronger than ever, and now has a brand in most supermarkets around the UK.

Dave Ursillo's first book didn't hit expectations, but it taught him to validate ideas, involve other people, and maintain his unique touch at all times. How easy would it have been for him to push writing to one side, and instead focus on online courses or consultancy or coaching instead?

But he now has several books, each one bigger and better than the last.

i want to give up most days, but i can't

I can't, because I don't really want to give up. Each mistake and failure smacks me in the chest, but after my initial moping, I consider the 100+ interviews I've done, and how people with millions in the bank, celebrity to their name, and enough success it oozes from their skin, were where I was not too long ago.

Immediate success...? It may be the rarest thing of all. Most overnight success occurs over years. That brand you love and idolise, more than likely stuttered and pivoted for an agonisingly long time. They could have given up, but they didn't.

Their mistakes could have drowned them, but they persisted and transformed them into success. You can too, so keep your chin up, kid.

Thanks for reading and being part of **The Successful Mistake Journey**. I can't describe how much I've learned from the 100+ interviews I've done. Do I still make mistakes? You bet I do, and many occur despite chatting to someone about that very issue.

It happens. Mistakes happen. To everyone, too, not just me and you.

But these five approaches will help you transform them into success. They'll keep you on the right path, and ensure you stay true to yourself. Mistakes are scary and stressful and horrible, but they are - *I promise* - valuable lesson we all need to experience.

100+ successful people cannot be wrong, and I can't wait to share more stories, tips, and inspiring insights from some of the best people I know.

In the meantime, you have my weekly emails and honest insights into my writing world. But I'd love to hear from you, so be sure to get in touch at:

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