

# I Spoke my Wealth Into Existence | Ep 662

*author:*



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## Synopsis

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“I chose to stop giving trauma power.” Today, Alex (@AlexHormozi) shares powerful insights about the importance of character traits in achieving entrepreneurial success. He discusses how the beliefs, skills, and character traits we possess directly impact our business performance. He explains how some entrepreneurs struggle with the stories they tell themselves, which become obstacles in their path to success.

Welcome to The Game w/Alex Hormozi, hosted by entrepreneur, founder, investor, author, public speaker, and content creator Alex Hormozi. On this podcast you’ll hear how to get more customers, make more profit per customer, how to keep them longer, and the many failures and lessons Alex has learned on his path from \$100M to \$1B in net worth.

**Timestamps:**

(0:34) - The power of self-narratives

(2:47) - The importance of character traits

(4:47) - The role of beliefs and insecurities

(6:22) - Changing your identity and character traits

(9:00) - Transforming negative character traits

(11:11) - The impact of character on business success

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*(This episode is a re-run. Original airdate was on August 11, 2022)*

## Reader's comments

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