



JIM HARSHAW, JR.

Clarity of Action. Peace of Mind.

Success for the Athletic-Minded Man Podcast

Action Plan Episode #498

Patrick Morin

Most professionals stay stuck in mediocrity because they refuse to do what it actually takes to become an undisputed expert in their industry.

- ✗ They collect business cards instead of building real relationships.
- ✗ They skim self-help books instead of mastering deep work.
- ✗ They chase exposure before developing real expertise, making them nothing more than noise in an already crowded space.

But not YOU.

In this "Success for the Athletic-Minded Man" episode, Patrick Morin exposes the four-pillar blueprint to becoming an industry powerhouse: expertise, process, people, and exposure.

Forget generic networking and weak personal branding, this is about dominating your field with undeniable authority. We're talking Dale Carnegie-level sales mastery, high-impact presentations, and the secret to positioning yourself as the go-to leader.

And Patrick knows exactly how to make it happen.

As a Managing Partner at Transact Capital, he brings decades of experience in investment banking, capital raising, strategic advisory, and business growth. A former Dale Carnegie Training top-ranked global instructor, he has trained CEOs, sales leaders, and executives on high-impact communication, leadership, and sales mastery.

Want to stop spinning your wheels? Learn how the 12-week year, visualization, and writing down your goals can fast-track your success, while everyone else stays stuck in analysis paralysis.

If you're tired of seeing less-qualified people get ahead while you stay invisible, hit play now.

This episode will change how you approach success... if you're willing to do the work.

Top Quotes From This Episode

"When you are in front of the room, you are the least important person in the room."

"When you put something in your head and you put it out into the world, consciously or unconsciously, you create situations that deliver things."

"Speed, simplicity, and self-confidence— if something is simple, you can do it fast. If you can do it fast, you can do it repetitively. If you do it repetitively, it builds your self-confidence."

"Living a bad dharma leads to a bad karma."

Show Notes

This episode touches on the following key topics and ideas:

- **The Power of a Written Vision (2:16):** Patrick Morin shares how his career transformation began with a written life vision. He recounts how handing his written goals to a Dale Carnegie instructor set his path in motion, proving the power of clarity and intention.
- **The Law of Attraction and Creating Your Future (6:11):** Patrick reflects on the role of the Law of Attraction and how having a clear vision helps you subconsciously create opportunities.
- **The 12-Week Year Approach to Accelerate Progress (8:44):** Patrick introduces the concept of periodization from Brian Moran's book, "The 12-Week Year." He also explains his structured approach to goal-setting, including his unique take on New Year's resolutions— finalizing them by December 15th and testing them before the new year begins.
- **Mastering Communication and Sales (13:36):** Patrick shares insights from his Dale Carnegie background, emphasizing that public speaking is about focusing on the audience, not yourself. In sales, the key to success is asking the right questions, not just talking about your product.
- **The Four-Step Process to Becoming an Expert (17:26):** Patrick breaks down his method for establishing expertise:
 - **Expertise (21:20):** A body of knowledge within a certain field— what do you actually know about the field?
 - **Process (26:07):** Develop a unique, scalable, and efficient system to execute your work.

- **People (28:43):** Build meaningful relationships with key players in your industry.
- **Exposure (33:42):** Get visibility through speaking engagements, media features, and content creation.
- **What's an action item the listener can take in the next 24-48 hours? (36:36):**
If somebody wanted to become an expert in a particular field, start by taking the inventory of what it is that you already know, then ask yourself:
 - How much greater is this pool into which I have already dipped my toe?
 - What's stopping me from doing it right now?
 - Why am I doing this?

List of Resources Mentioned in the Episode

["The 12 Week Year: Get More Done in 12 Weeks than Others Do in 12 Months"](#) by Brian Moran and Michael Lennington

["Deep Work: Rules for Focused Success in a Distracted World"](#) by Cal Newport

[Rise: My Story](#) by Lindsey Vonn

Other Episodes Referenced

[#463 Transform Your Life with a Pathfinder Vision: The Secret to Achieving Your Dreams](#)

[#268 Deep Work, Digital Minimalism, and Doing Your Highest Value Work with Cal Newport](#)

Guest Website and Social

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