



# DO THE IMPOSSIBLE

Unlock  
Your  
Full  
Potential  
with  
the  
Power  
of

**MINDSET**



JASON  
DREES

## DO THE IMPOSSIBLE

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# DO THE IMPOSSIBLE

Unlock Your Full Potential  
with the Power of Mindset

**Jason Drees**



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Jason Drees

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# FOREWORD

“I didn’t know that wasn’t the way it was supposed to be done.”

That was the answer I received from my good friend Kevin when I begged him to tell me how he fix-and-flipped more than *one-hundred* homes in his first year as a real estate investor.

“Wait,” I said, not sure I’d heard him correctly. “You didn’t know that flipping one-hundred houses in your first year wasn’t the norm?”

“Nope,” he replied. “It just kind of happened.”

Now, at this point in the conversation, I’m pretty sure my mouth hit the floor. After all, I had just spent the previous six months trying to fix-and-flip *one* single-family home and struggling every day at it—and this was my fifth or sixth year in the business. I’d come home covered in sawdust, blood, and sweat; cram in the recording of a podcast episode; and try to spend some time binge-watching a Netflix show with my wife, only to sleep far-too-few hours and do it all again the next day.

Now, Kevin is a smart guy. But he wasn’t rolling in cash, nor was he flush with some secret source of deals. He didn’t have a Harvard MBA, come from a management background, or live in the world’s best location to fix-and-flip houses. In fact, from what I could see, Kevin didn’t have anything that would make him one-hundred times more successful than me.

And that’s when it hit me: Maybe the thing that separated us and made him so wildly successful wasn’t something I could *see*. Maybe it was something different about the way he *thought*, something about the way he saw the world and faced problems.

That was the day I was confronted with the reality that seems so blatantly obvious to me now: Our results are not dictated simply by superior knowledge, immense previous experience, or even massive actions. The results we obtain—or

fail to obtain—are directed primarily by that tiny piece of real estate between our ears. In other words, our *results are shaped by our mindset*.

Mindset is the way we view the world; more specifically, mindset is the way we view problems. My friend Kevin had a very different mindset than I did when building a real estate business, as showcased in the way he handled the “problem” of a fix-and-flip. My mindset said, “Pick up a hammer.” His mindset said, “Pick up the phone and build a team.” These mindsets led to very different strategies, which led to very different actions, which led in turn to very different results.

Once I noticed that it was an internal issue that was holding me back from doing more, I naturally asked Kevin a very simple but life-changing question: “I want to shift my mindset to think more like you do. Do you know any coaches who specialize in this?”

And his answer forever changed my life: *Jason Drees*.

Kevin, I came to find out, had been working with a performance coach, Jason Drees, for some time. Each week, they would sit down and talk about the problems in Kevin’s life, and Jason would ask the right questions, probe, and offer subtle suggestions to get Kevin’s mindset clear and focused.

After a brief introductory call, I agreed to meet with Jason every other week to do the same as Kevin. At first, I expected Jason to simply listen to my problems and then give me the solution. But that’s not what happened. Instead, Jason dug in deeper to my problems—to my mindset—to get me into alignment.

Alignment is a term Jason will spend time in this book discussing; it has incredible power to make your pursuits easier and more fun. When you are aligned, life just flows.

The best example of alignment I can conjure is from the incredible film *Ferris Bueller’s Day Off*, where everything (from getting his girlfriend out of school to singing in a downtown Chicago parade to sneaking back home before his parents discovered his rouse) simply *flowed* for Ferris. It worked out so effortlessly because Ferris was aligned in what he was doing. Imagine going through your life this way! Imagine if your marriage and other relationships *flowed*. Imagine if your business and investments *flowed*. Imagine if your spiritual life *flowed*. Imagine a world where your pursuits are not necessarily easy (after all, where’s the fun in that?), but they are filled with excitement, passion, energy, and success! That’s what alignment is; it’s what Jason has taught me to operate within, and it’s what you’ll learn to get into throughout this book. When you learn to live in alignment, you can truly do incredible things—maybe even do the impossible.

When I look back on the past five-plus years of working with Jason, the impossible is exactly what I feel I’ve done. Not all at once, of course. But as I worked



with Jason on my mindset, and as we began to shift my frames (a concept you'll encounter again and again throughout this book), it began to work. My life began to shift. Soon, the results started to compound in a truly remarkable way. To give a quick summary of some of those impossible-for-me feats, allow me the indulgence to brag for a moment:

- When I began working with Jason, I made just over \$60,000 per year. Making \$100,000 felt absurd. \$200,000 felt impossible. Today, I make several million dollars per year.
- When I first started working with Jason, I had just crossed the line of owning \$3 million in real estate. Owning \$5 million felt crazy. Owning \$30 million felt utterly impossible. Today, I have over \$300 million in assets under management in my company, Open Door Capital.
- When I began working with Jason, I had sworn off ever raising money for real estate deals. I remember crying to him, “I can’t raise money! I hate it. It sucks. No one wants to lend me money.” In other words: It was impossible. As of today, I’ve raised over \$100 million from investors who trust and believe in me. In fact, when a big real estate deal comes along, we typically raise tens of millions within several days—with a waitlist of hundreds of investors who didn’t get in soon enough.
- When I first started working with Jason, I lived in one of the most depressed, gloomy counties in America (Grays Harbor, Washington). We had so many roots and family connections there; leaving was impossible. Today, I live in a gorgeous house overlooking the ocean in Maui, Hawaii, and I get to spend countless hours creating incredible memories for my family. Speaking of family...
- When I first started working with Jason, I had no children and desperately wanted some. In fact, the doctors told me having children would likely be impossible. Today, I have two beautiful kids and spent most of my days sharing this incredible world with them.

Here is the crazy thing: Most of this was not actually that difficult.

Yes, it required work. Often hard work. But because I worked with Jason on changing the mindset in which I attacked problems, rather than simply attacking the problems themselves, the results *flowed*. I found alignment, and the results followed. Today, money comes easier. Deals come easier. Wealth comes easier. Talented team members come easier. Giving comes easier. Teaching comes easier. Writing comes easier. Speaking comes easier. Being a good husband and father comes easier.

I'm not saying my life is perfect—far from it. I'm continually learning, evolving, and creating new versions of myself. Oftentimes, I slip out of the frame I want to be in and find myself temporarily in a disempowered state once again. (Thankfully, I have the tools needed to quickly dig out, as will you after finishing this book). Overall, however, I find myself significantly more in alignment than I've ever been before. I can feel it. Others can feel it. And it feels good.

That's what this book is about to do for you. I believe everyone can create an incredible life for themselves, however they define it. But Jason takes it a step further and shows you how to make the creation of an incredible life a fun, fast, and sometimes even easy process. He'll show you exactly how to effortlessly change your mindset by easily and immediately shifting your frame. You'll learn how to develop clarity and confidence in setting big goals and knowing you'll be able to reach them. You'll gain the wisdom needed to begin creating your ideal life, and he'll give you the tools necessary to get there—plus so much more. And, unlike me, you won't need to spend half a decade and tens of thousands of dollars to learn it from Jason. It's here.

Sound exciting? It is! So, keep reading. The concepts in this book are not difficult to understand, but at the same time, they are likely very different from what you've heard or read in the past. You may encounter parts that make you feel a little “out there,” like when you'll be asked to repeat certain phrases out loud. Do this. Trust me; it helps. You may also find terms or phrases that you don't fully understand. Don't run away; run toward. Seek to understand, and you will—even if it takes some time.

Let me shut up now and get you onto the good part—Jason's wisdom. I'll just close with this:

I believe in you. I believe in Jason. And I believe that together you can *do the impossible*.

To your success,

A handwritten signature in black ink that reads "Brandon Turner". The signature is written in a cursive, flowing style with a long horizontal line extending from the end of the name.

Brandon Turner  
December 2021  
Maui, HI

# THIS ENTIRE BOOK IN ONE PAGE.

1. You are limitless. There is no limit to what you can do. You can be, learn, or do anything.
2. Speaking your reality out loud is the fastest way to change it.
3. The impossible is not impossible; it is just an uncommon target.
4. All the fear about the journey of becoming great disappears the moment you remove the option of not becoming great.
5. How to create your reality:



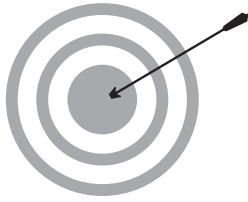
6. Limiting beliefs are indicators of misalignment, nothing more.
7. Picking the right target is just as important as hitting the target. Most people pick targets that are too low. If you are not excited about your target, it's the wrong target and probably not big enough. If you know exactly what to do, you aren't aiming high enough. The purpose of the impossible target is to *transform* you.
8. Life is always responding to you, based upon your frame. Life always brings you what you are matched to.
9. You can live your life in reaction, or you can live your life in creation. It's your choice.

- 10.** The success formula:
  - *Move into an aligned frame.*
  - *Follow the process of life.*
  - *Get the result.*
- 11.** The universe is mathematical. Effort and worthiness have nothing to do with it.
- 12.** The human journey is an emotional one.
- 13.** Emotions are your internal guidance system. You are supposed to follow them, not avoid them.
- 14.** Certainty means you are aligned with your target. Uncertainty means you are not.
- 15.** The present is the result of the past, not an indicator of the future. Anything can happen next.
- 16.** Past models of success are limitations, not accelerators.
- 17.** Success is the starting point, not the destination.
- 18.** Obstacles are gateways to transformation.
- 19.** There are only three reasons you don't have what you want:
  - *You have resistance or misalignment to the process of getting it.*
  - *You have resistance or misalignment to having it.*
  - *Life needs more time to bring it to you.*



PART ONE

# REDEFINING THE IMPOSSIBLE



## Chapter One

# THE JOURNEY TO GREATNESS

*Doing the impossible is the path to greatness.*

Untapped greatness lies within you. Born with unbounded potential, you have the capacity to do the impossible, and it is inherent in every human being. Unfortunately, most of us have been conditioned to deny our birthright and settle for the status quo. Unwittingly, we believe greatness is reserved for a lucky few, and the exceptional are truly an exception, set apart by some fantastical, foreign ability. Everything that propels your heroes and role models to defy convention and dare to be great also exists in you. Are you ready to tap into your unbounded potential? Recognizing and igniting your inner flame of greatness is as simple as making a decision to explore your full potential.

Have you ever watched someone break a record during the Olympic Games? How did it make you feel? Watching others expand human potential through

awesome acts and achievements stirs something inside us doesn't it? Connected to them by the joy of unbridled possibility, we feel pride and admiration because they embody the power of passionately pursuing life. We celebrate and honor "great people" (the seemingly select few) because they make their dreams their reality. Swelling with inspiration, endeared to them by our own inner (often untapped) greatness, we say things like, "Anything is possible when you put your mind to it."

Ignoring our own capacity for greatness, we return to accepting average results. Ironically, that tired cliché we tout when someone else does something amazing is the key to doing the impossible. Anything *is* possible when you align your mindset with greatness.

When you ask kids what they want to be when they grow up, most answer from a place of endless possibility. Astronaut, ballerina, pro athlete, fighter pilot, trapeze artist. Open to all the world has to offer, not yet limited by social conditioning, their youth sets them free. Do you remember that freedom?

As we move toward adulthood, we begin to see following our dreams as illogical and irresponsible. Cutting ourselves off from the world of our true desires, we deny our capacity for greatness. But it is never too late, no matter your age. In every moment, you have the choice to embrace that childlike, wide-open freedom and set your mind on becoming the exception.

The journey to greatness is not an easy road or a straight line, but neither is a life of settling for average. Over the past twenty years, I failed more than I succeeded. At times, it was extremely challenging. News flash: Whether you decide to be great or settle for being average, life is challenging. Average doesn't make life easier; it just makes it less exciting and not nearly as rewarding.

One simple reason more people don't aim for greatness is because they tried to follow a dream and initially failed. After encountering a stumbling block or two, they turned back to their comfort zone. To protect themselves, they chose to believe going smaller was the smarter, better choice. Inadvertently, many of us avoid greatness because we are scared to fail, when failing is an important part of the process. To embark on a journey to greatness we must embrace our failures and view them as significant stepping-stones to our destiny.

Taking a more objective view of failure helps to clear away unnecessary regret. By cleaning up our understanding of mismarked missteps, we are better prepared—and motivated—to face our future. We are better aligned with our journey to greatness. When we take the time to honor, understand, and integrate how we arrived at this moment, our past can become empowering as opposed to debilitating.

One thing I did not anticipate is how lonely the journey to greatness can be. When you start following your dreams and passions, you may not be supported initially, especially if your path contradicts what those around you believe. At least that has been my experience.

During my journey to becoming a coach and starting my own company, I was committed to doing something great. This scared people around me because it was unconventional. Only after I took action beyond my comfort zone countless times did I hit the target. When I looked around for acknowledgment, it seemed as if no one even witnessed my accomplishment. Undeterred, I began picking bigger targets and having greater success. Again, I looked around for acknowledgment and still found nothing. Instead, I was questioned, ridiculed, and directly asked why I was trying to sabotage my family.

People I love said, “What are you doing? Why would you leave a good-paying job? Why risk that security on a start-up? Why do you need to become a coach?” As much as that feedback hurt, I knew I was aligned with my destiny. I knew I had to continue; there was no other way. I knew that if I didn’t follow through, I would be settling. And if I started settling, I might never stop.

When I finally began to receive acknowledgment for my achievements, it was no longer important to me. I realized the satisfaction of pursuing my passion unapologetically was vastly more rewarding than the approval of others. When I no longer needed external acknowledgment, I began to receive recognition. Life is funny that way.

My success is the result of an important decision. I decided that operating at less than my full potential was unacceptable. I can’t pretend to understand your journey or life experience. But I know you’ve had challenges and obstacles. That said, I want you to accept this truth now: *You are capable of far more than you think you are.* You are capable of achieving more in life than you currently believe. Don’t be afraid. All of the emotion and resistance you feel about pushing beyond your comfort zone begins to disappear the second you decide there is no other option.





**Let's get into alignment. Answer these questions:**

- Are you ready to walk the path to greatness?
- Are you open to the growth the path of greatness will create?
- Are you ready to live in the world of endless possibility?



**Excellent, now let's integrate.**

The integration process is simple. Repeat the following words out loud to bring the intention into reality.



**Repeat After Me (out loud):**

- *I take full ownership of my life and everything in it.*
- *I take full ownership of my past, present, and future.*
- *I acknowledge my capacity for greatness.*
- *I acknowledge and own the greatness within me.*
- *I choose to walk my path of greatness.*
- *I choose to remove the option of not becoming great.*
- *I take full ownership of anything blocking me from becoming great and release it all now.*
- *I choose to believe this 100 percent, past, present, and future—all versions of me. And I immediately take ownership of anything contradictory to this and release all of it now.*



**Now we are at it, let's get into alignment with receiving the full impact of this book.**



**Repeat After Me (out loud):**

- *I take full ownership of my life and everything in it.*
- *I take full ownership of my past, present, and future.*

- *I choose to explore the concepts and ideas in this book.*
- *I allow myself to easily adopt the ideas because I want to believe.*
- *I allow myself to easily let go of any patterns of belief or behavior that are in resistance to what I want to believe.*
- *I want to have more ease and flow in my life.*
- *I want to create more success with ease.*
- *I allow myself to create more success with ease.*
- *I take full ownership of anything blocking the ease and flow in my life and release it all now.*
- *I have more ease and flow in my life.*
- *I choose to live in a reality where I am able to create success with ease, even if I don't know how to in this moment.*
- *I choose to believe this 100 percent, past, present, and future—all versions of me. And I immediately take ownership of anything contradictory to this and integrate all of it now.*



**Let's now move into alignment with immediate transformation, so we can grow and integrate faster than ever before.**



**Repeat After Me (out loud):**

- *I take full ownership of my life and everything in it.*
- *I take full ownership of my past, present, and future.*
- *I understand that growth and transformation is possible for me and other people.*
- *I understand that the speed of growth and transformation can be fast or slow.*
- *I choose to explore the reality of immediate growth, transformation, and integration—because I want to.*
- *I can grow and transform whenever I want to.*
- *I choose to explore the mindset of immediate transformation that does not require additional work, focus, or effort to integrate or remember.*
- *I choose to understand that this is possible to do quickly because anything is possible in the next moment.*

- *I choose to explore the reality where I can grow as fast as I want to, without pain or struggle.*
- *I choose to explore the reality where growth can be easy, fun, and exciting.*
- *I choose to explore the reality where radical, accelerated 10X growth is the norm and is accessible to me anytime I want it to be.*
- *I believe this because I choose to, because I choose to explore my full potential.*
- *I choose to believe this 100 percent, past, present, and future—all versions of me. And I immediately take ownership of anything contradictory to this and integrate all of it now.*



### **Frame-Shifting Exercise**

**Imagine that you decide to walk your unique path to greatness.**

- Can you get a sense of your future self that is walking your path to greatness?
- Can you get a sense of a version of you from the future who has been walking your unique path to greatness for one year?
- Can you get a sense of a version of you from the future who has been walking your unique path to greatness for ten years?

**Pretend for a moment that you have moved into immediate transformation.**

- Can you get a sense of a version of you from the future that grows and transforms with ease?

**Imagine that you have mastered and integrated all the content in this book.**

- Can you get a sense of your future self that understands everything in this book?
- Can you get a sense of a future version of you that has been living the principles in this book for five years?
- Can you get a sense of your future self that knows this book so well you can teach it to others?

**Imagine you have mastered living a life of ease and flow.**

- Can you get a sense of a future version of you that has been living in ease and flow for three months?
- Can you get a sense of your future self that has been living in ease and flow for ten years?

**Great. Hold your awareness on that version of you for ten seconds. How do you feel now?**

Do you feel lighter? Do you feel more prepared for walking your path and unlocking your full potential? Are you less afraid and more empowered? If you answer yes to even one of these questions, you just shifted frames.

Frame shifting is one of the primary tools I use to explain and expand mindset. We'll dive deeper into frame shifting later in the book, but for now just focus on approaching and engaging each exercise with an open mind. Monitor your experience without judging it or the process. After each exercise, simply ask yourself: Do I feel more aligned with what I want in life and better equipped to make it happen?