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## How to Choose the Best Opportunities for YOU

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Do you ever feel that there are *too many* opportunities to pursue?

Abundance has a downside.

Having too many opportunities—starting this company, funding that project, pursuing yet another partnership—can leave you distracted and stretched thin. And it can take the focus off your most important goals and activities.

As my dear friend Joe Polish says, the problem with many successful entrepreneurs isn't "What should I do?"

Instead, it's "What should I NOT do?"

**What you say “No” to can be just as defining and useful as what you say “Yes” to.**

So, how do you know when to say yes and when to say no?

In this blog, I'm going to discuss how you can use your Massive Transformative Purpose (MTP) to navigate this world of increasing abundance, and choose those opportunities that are most aligned with you and your purpose.

Developing your purpose and MTP is a key focus of my [year-round Mastermind and Executive program Abundance360](#).

*Let's dive in...*

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### **SIGNIFICANCE *BEFORE* SUCCESS**

Many people start a company because they think it's a good way to get rich.

The allure is especially strong in our world of Abundance, where exponential technologies are creating new opportunities at a dizzying pace.

It's even harder when so many opportunities have attractive financial incentives.

But in my experience, whenever I've started a company just to make money, it's been a mistake. Starting any company is hard work, and if your heart isn't in it, the effort is not rewarding, and chances are you'll give up before you get the job done.

On the other hand, when you start a company to solve a problem that you truly care about (one that's aligned with your highest purpose), even if the solution takes ten years... each one of those years is well spent—educational, fulfilling, and meaningful.

Whenever you're given a choice to prioritize significance (meaning) over financial success, take it.

And the best tool to help you do that is your MTP.

## USE YOUR MTP AS A FILTER

What's your MTP?

Are you using it to inform which projects and opportunities to pursue?

My personal MTP is:

***“To inspire and guide entrepreneurs to create a hopeful, compelling and abundant future for humanity.”***

Whenever I'm evaluating a new opportunity, I use my MTP as a filter to decide whether to pursue it.

I ask myself if the new opportunity will help me fulfill my MTP.

If the answer is *No*, then I'll likely pass. If the answer is *Yes*, then I'll consider pursuing it.

Your MTP can be both a filter and a guide.

## JOIN MY ABUNDANCE360 COMMUNITY

Would you like to hone your MTP and use it to transform your business *and* your life?

Then consider joining my [year-round Mastermind and Executive program](#) **Abundance360** and come to our in-person Summit February 2-4, 2022.

My mission is to help Abundance360 members ***obtain mastery in four specific mindsets***: an Abundance Mindset; an Exponential Mindset; a Longevity Mindset; and a Moonshot Mindset. Together we will actively select and reinforce your preferred Mindsets.

[To learn more and apply to A360, visit abundance360.com](#)

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