

**Title:** *Refocused: The Long Game to Success*  
**By Shemaiah A. Reed**

## **Summary**

Success isn't instant. It's built through vision, relentless execution, and surrounding yourself with the right people. *Refocused: The Long Game to Success* is a mindset blueprint inspired by my journey —from a barbershop in 2017 to a global platform with *I Am Refocused Radio* and *Refocused Network*.

This book unpacks the pain points that hold brands back: lack of vision, inconsistency, fear of risks, poor networking, and failure to adapt. Through real-life lessons, insights from top entrepreneurs, and practical strategies, you'll learn how to shift your mindset, stay committed for the long haul, and build a brand that lasts.

If you're serious about growth, this is your playbook. Let's get to work.

## **Chapters Outline**

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- 1 The Power of Vision: Seeing Beyond the Moment**
- 2 Starting Where You Are: The Barbershop Mindset**
- 3 Belief Over Doubt: Why Faith in Your Work Matters**

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## **Chapter 1: The Power of Vision**

### *Seeing Beyond the Moment*

Success is conceived in the mind long before it ever blossoms into reality. It's like planting a seed in the rich soil of your thoughts, nurturing it with faith and persistence. Too many people, however, give up prematurely, overwhelmed by the immediate struggles that cloud their vision. They're stuck staring at the storm, not realizing they could be the ones to calm it. But those who achieve greatness? They hold a vision so clear and compelling that no setback, no failure, no rejection can extinguish their fire.

When I first kicked off I Am Refocused Radio from the humble confines of a barbershop, I wasn't just aiming for the stars; I was plotting a course to reach them. I saw beyond the four walls, beyond the chatter of haircuts and local gossip. I knew this wasn't just about broadcasting a podcast; it was about constructing a beacon of hope,

inspiration, and transformation for people from all walks of life, across the globe. At that point, I had no vast audience cheering me on, no influential connections at my fingertips, and certainly no guarantees of success. But I was armed with something far more potent: vision.

The majority of folks are anchored by what they see right in front of them—the relentless bills, the daily grind, the snail-paced progress. But true vision? It's like having a lighthouse in your mind, guiding you through the darkest nights. It's about envisioning where you could be, not just where you are now. Every giant in business, from Steve Jobs with his revolutionary gadgets to Oprah with her empire of influence, to Kobe Bryant with his relentless pursuit of excellence, they all started with just an idea, a fierce belief in something that didn't yet exist. That's the mindset you need to forge.

Lessons from this chapter:

- Vision is your compass. Without it, you're merely adrift in an ocean of possibilities, with no direction, no purpose. It's the map to your destiny.
- If you can't picture your future self triumphing, you'll never find the guts to take those crucial steps. It's not just about dreaming; it's about believing in that dream with such intensity that you start living it out even before it's in your grasp.

Remember, seeing isn't just believing; it's about believing so fervently that you start to see what isn't there yet. That's where your true journey to greatness kicks off. You've got to paint that picture in your mind, color it with your passion, and frame it with your actions. Because when you do, you're not just chasing success; you're creating it, one vivid, unshakeable thought at a time. That's the Shemaiah way—vision first, reality follows.

## Chapter 2: Starting Where You Are

### *The Barbershop Mindset*

Most people sit on the sidelines, waiting for some mythical perfect moment to launch their dreams. They convince themselves they need more cash, superior gear, or a legion of followers before they can even think about stepping into the game. But the real deal? Success isn't handed to you when conditions are ideal; it's forged from making the most of what you've got, right here, right now.

When I decided to bring I Am Refocused Radio to life, I didn't wait for some state-of-the-art studio to magically appear. I started in the heart of a barbershop, with nothing but a basic mic, an unquenchable passion for storytelling, and the sheer determination to show up. No fancy equipment, no big production team, just me, my voice, and a vision.

The problem with many budding brands and dreamers is they're paralyzed by the mantra of "I need more" rather than asking, "What can I do with what I have?" It's this mindset that keeps them stuck in the starting blocks. But if you take a look at those who've made it big, they didn't wait for the stars to align; they started somewhere, often from the most humble beginnings:

- Jeff Bezos kicked off Amazon from his garage, not some high-rise office with a view.
- Jay-Z was out there selling CDs from his car trunk way before he ever thought about building Roc Nation.
- Tyler Perry was living out of his car while he was laying the foundations for his now-vast entertainment empire.

The core lesson here is crystal clear: Start now. Start small. Just start.

You see, history is littered with tales of those who waited too long, who let the perfect be the enemy of the good, and never even got off the ground. But the ones who succeed? They understand that waiting for the "right" time is an illusion. They make time right by taking action.

Key takeaway from this chapter:

- Your resources don't dictate your success — your mindset does. It's not about the size of your wallet or the scope of your network; it's about the breadth of your vision and the depth of your commitment. Every small step you take with what you have now is a giant leap towards where you want to be.

Remember, it's not about having all the pieces of the puzzle before you start; it's about starting with what you have and piecing it together as you go. That's how you turn potential into reality. That's how you embody the Shemaiah spirit - not waiting for the world to give you, but grabbing your destiny with both hands and making it happen.

## **Chapter 3: Belief Over Doubt**

### ***Why Faith in Your Work Matters***

Success is 10% strategy and 90% belief. You can have the best ideas in the world, but if you don't believe in yourself, you'll never execute them.

Early on, I had plenty of reasons to doubt myself. No investors. No major platform backing me. Just a vision. But I made a decision: I

would show up every day and act like success was already mine. This is the secret that separates winners from everyone else: they believe before the world does.

Look at Elon Musk—he believed in Tesla when people laughed at the idea of electric cars. Look at Oprah—she believed in her voice before she became a household name.

The real flex? Moving like you already made it before anyone sees it.

Success is often misconstrued as a game of perfect strategy, but the truth lies in a deeper, more profound truth: it's 10% strategy and 90% belief. You can possess the most groundbreaking ideas known to mankind, but without the unwavering belief in your own capabilities, those ideas will remain dormant, never to see the light of day.

In my early days, I had every reason to doubt myself. No investors were banging down my door, no major platforms were eager to give me a stage. All I had was a vision, burning bright within me like a beacon. But here's what I learned: I decided to show up every single day, armed with the conviction that success was already mine. It wasn't just optimism; it was a decision to live in the reality of my success before it manifested in the physical world.

This is the secret, the true demarcation line between those who achieve greatness and those who remain on the sidelines: they believe before the world does. It's not just about confidence; it's about a fundamental shift in how you perceive your potential. Science backs this up. Psychological studies, like those by the renowned Stanford psychologist Carol Dweck, emphasize the power of a growth mindset. Her research shows that individuals who believe their talents can be developed (through hard work, good strategies, and input from others) tend to achieve more than those with a fixed mindset, who believe their talents are innate gifts.

Look at Elon Musk - he was laughed at for his vision of electric cars with Tesla. Yet, his belief in the possibility of a sustainable future powered through skepticism and doubt. Or take Oprah, who believed in the power of her voice and her story long before she became synonymous with inspiration and influence. They both moved with an audacity to act as if their success was already a done deal, long before the world caught up.

The real flex, the ultimate display of inner strength, is to conduct yourself as if you've already achieved your goals, before any external validation confirms it. This isn't just about faking it until you make it; it's about embodying your success in every action, every decision, every moment. Neuroscientific research suggests that visualizing success activates the same neural pathways as actually experiencing it, thereby reinforcing belief and motivation.

So here's the call to action: Start today. Cultivate that unshakeable belief in yourself. Visualize your success, live in it, breathe it, act upon it. Every day, show up not just with strategy but with the conviction that you are destined for greatness. Use tools like affirmations, vision boards, or even journaling about your successes to reinforce this belief. Engage with communities that uplift and affirm your vision rather than those that doubt it.

Remember, your belief shapes your reality. So decide now, with every fiber of your being, that you are a winner. Act like your success is already here, because in the realm of your mind, it is. That's the Shemaiah way—belief first, strategy second, but always moving with the assurance that your victory is inevitable.

## **Chapter 4: The Daily Grind**

## *How Small Actions Create Big Wins*

Most folks are out here chasing the fast track to success, hungry for those viral moments, looking for shortcuts and instant gratification. But let me tell you, the real winners? They get it. Success isn't about a sprint to some finish line; it's a marathon of small, disciplined actions, stacked one on top of the other over time.

When I first kicked off, back in 2017, podcasting was nowhere near the phenomenon it is today. There was no blueprint for success in this space. The struggle was real - finding guests was like pulling teeth. I'd reach out to folks, and they'd look at me like I was speaking a foreign language. "A podcast? What's that?" was a common response. Building an audience? You'd think I was trying to gather followers for a new religion. There was no Spotify, no easy distribution networks, and certainly no culture of podcast consumption.

I didn't expect to wake up famous after my first episode. I knew I was in for the long haul. So, I just kept showing up. Interview after interview, day after day, I was there, microphone in hand, asking questions, telling stories, building something from nothing. And slowly but surely, that consistency, that relentless pursuit, it built momentum.

You don't need that one big break; what you need is thousands of small reps, each one leading to the next, creating something unstoppable. Back then, every listener was a victory, every episode a testament to my commitment. Fast forward to 2025, and the landscape has transformed. The podcast I nurtured in obscurity now reaches listeners globally, in different formats - from audio to video, from live streams to on-demand. The struggle to find guests has turned into a curation of voices from around the world, eager to



share their stories on a platform that's now recognized and respected.

Success formula:

- Show up daily. Because showing up is half the battle. It's about being there, even when no one else is.
- Do the work. No shortcuts. The work itself is where the magic happens, where you refine your craft and build your reputation.
- Improve 1% every time. Every episode, every interaction, you get better. This incremental growth compounds over time, turning you into a force to be reckoned with.

So here's the call to action: Don't wait for the world to recognize your worth. Commit to the process, to the daily grind, to the small, seemingly insignificant steps. Understand that in 2017, I was laying down the groundwork that by 2025 would be a global platform. Your success story starts with your next small action. Keep moving, keep improving, and watch as the world eventually catches up to your vision. That's the Shemaiah way - patience, persistence, and an unwavering belief in the long game.

## **Chapter 5: Adapt or Fade**

### ***The Art of Reinventing Your Brand***

The world changes fast. Algorithms shift. Trends fade. Businesses collapse because they refuse to evolve.

I didn't just stick to radio—I expanded to YouTube, social media, and collaborations. Why? Because growth requires adaptation.

The biggest mistake brands make? They get stuck in what used to work instead of evolving into what will work next.

Winners don't fear change. They embrace it.

The world doesn't just change; it evolves at breakneck speed. Algorithms tweak and turn on a dime, trends vanish like smoke, and businesses crumble because they're too damn stubborn to evolve with the times.

When I started with I Am Refocused Radio, I could've stayed in that barbershop, broadcasting to the same few ears. But I knew growth wasn't going to come from clinging to one medium. So, I didn't just stick to radio—I ventured out into YouTube, dove into social media, and sought collaborations far and wide. Why? Because real growth demands adaptation. It's about reading the room, the digital room that is, and moving with it, not against it.

The gravest mistake brands make, and I've seen it time and again, is they get anchored to what used to work. They're like sailors still navigating by stars in an age of GPS, wondering why they're lost at sea. They forget that the only constant in this world is change itself.

Winners? They don't fear change; they embrace it like a long-lost friend. They understand, like Darwin did with his theory of evolution, that it's not the strongest of the species that survive, nor the most intelligent, but the ones most responsive to change. In business, this translates to staying ahead of the curve, anticipating shifts, and being ready to pivot at a moment's notice.

Let's look at the science behind this: Studies in organizational behavior show that companies with a culture of adaptability not only survive but thrive during economic downturns or shifts in consumer behavior. They're the ones who see an algorithm change not as a threat but as an opportunity to innovate, to find new ways to connect with their audience.

So, here's the wisdom I impart: Don't just react to change; be the catalyst for it within your sphere. Keep learning, keep experimenting, keep your ear to the ground for the next big thing. Whether it's through AI, VR, or whatever the future holds, your brand needs to be there, not just surviving but leading the charge.

The call to action? Embrace change with open arms. When you feel the ground shifting beneath your feet, don't freeze—dance. Innovate, collaborate, and expand your horizons. Because in the Shemaiah way, to evolve is to win. Remember, the only thing that should be stagnant in your journey is your commitment to growth.

## **The Long Game to Success**

Moving from just audio to video podcasting on YouTube was a game-changer for the I Am Refocused show. It wasn't just about adding visuals; it was about expanding the experience, deepening the connection with our audience. Video allowed us to capture the energy, the expressions, the raw human element that audio alone couldn't convey. Suddenly, listeners became viewers, and with that, we didn't just grow; we transformed. The engagement skyrocketed, the feedback became more personal, and the value we delivered multiplied. It was like upgrading from a radio to a full-blown cinema.

Reflecting on the chapters we've walked through, from the seeds of vision planted in the mind to the resilience needed to weather storms of doubt, this journey has been a testament to "The Long Game to Success." The title isn't just catchy; it's a blueprint for life. Success isn't a sprint; it's a marathon where the race isn't to the swiftest but to those who remain consistent, adaptable, and resilient.

Building I Am Refocused Radio and expanding it into the

Refocused Network wasn't about jumping on every hot trend. It was about playing the long game—staying true to that initial vision, elevating my circle with people who push boundaries, and trusting that if I kept laying one brick at a time, the right doors would open.

Now, it's your turn to pick up the mantle. Here's the wisdom distilled from our journey:

- Think bigger than your circumstances. Your current situation doesn't define your future; your vision does. See beyond the immediate hurdles.
- Execute daily, even when no one is watching. Success is built in the shadows, in those quiet moments of doing the work, day in, day out, with no applause.
- Surround yourself with people who challenge you. Your network should inspire you to grow. Iron sharpens iron, and in the long game, this is how you sharpen yourself.

Success isn't some magical stroke of luck; it's cultivated through mindset. When you lock in on that, when you commit to the process, to building systems that support your growth, and to nurturing your inner man, you're not just preparing for success; you're ensuring you can handle it when it arrives.

So let's go, let's build something legendary. Embrace the long game. Understand that each chapter of this book, each lesson learned, is a piece of the puzzle to get you where you're meant to be. The long game isn't just about enduring; it's about evolving, adapting, and becoming the person who can handle the moment when it comes. That's the Shemaiah way—grind now, shine later, and keep the vision alive because in the long game, every step forward is a victory.

## **Shemaiah's Note:**

Listen up, fam! You've got the blueprint, now it's time to see it in action. I want you to head over to [IAMRefocusedRadio.com](http://IAMRefocusedRadio.com) and dive into our world. We're not just talking about success; we're living it out loud every week with guests who've walked the path from vision to victory.

And don't sleep on the Refocused Network on YouTube. That's where we take it up a notch, giving you not just the sound but the sight of success. Every episode is a masterclass in belief, focus, and the grind that gets you to the next level.

Why should you tune in? Because every week, I bring you stories of individuals who've transformed their lives, their businesses, and their communities through sheer belief and laser focus. These aren't just stories; they're your roadmap, your inspiration, your proof that if they can do it, so can you.

So, what are you waiting for? Get over to [IAMRefocusedRadio.com](http://IAMRefocusedRadio.com), subscribe to Refocused Network on YouTube, and let's keep this journey going. Let their stories fuel your fire, sharpen your vision, and push you towards that next big leap.

Let's go from hearing about success to seeing it, feeling it, and making it our own. Together, we're not just chasing dreams; we're catching them. Join us, get inspired, and let's build something legendary.

