

A man with short dark hair, smiling broadly, is sitting on a blue upholstered couch. He is wearing a dark blue blazer over a dark blue button-down shirt and light blue jeans. He is wearing a black watch on his left wrist. The background is a blurred office or studio setting with blue walls and some equipment.

# PROGRESS

with Michael Bernoff

**Nick Unsworth**  
Living in the right  
state of mind

# Nick Unsworth

## Business Entrepreneur

### San Diego, California



Growing up I had a very supportive family that gave me the confidence to go out in the world and be who ever I aspired to be. My mission in life was to go to college, start my own business, have financial security and support my future family. So I started down that path, beginning with Network Marketing. It was my first real business and I was eager to build it, yet the world around me was very discouraging. That business really beat me up quite a bit, yet I was determined to prove everyone around me wrong and fought through the difficult times to make my business a success. Looking back I realize now that my **mindset** caused challenges for me. Although that company ended up going under, I continued on as an entrepreneur. In my twenties I had constant **peaks and valleys** in terms of being an entrepreneur. At thirty years old I achieved a monumental dream of mine which was to create, grow and then sell a business. Finally, I had the time and financial freedom to enjoy the sweet life.

It didn't take long to realize that although I'd accomplished one of my dreams, I wasn't living a very happy life, but instead had a huge sense of emptiness within myself.

Along with the selling of my business, I had just ended a seven-year relationship and moved across the country to San Diego. I was nowhere near satisfied with my life and for a pretty happy guy I was close to depression. By pure coincidence, I heard about Michael Bernoff through a friend and ended up bidding on a silent auction item at a fundraiser for the chance to participate in Michael's HIT course. (Human Interaction Technology). I was tired of feeling dead inside at a point in my life that should of felt the most sensational. After winning the auction a couple weeks later I was participating in HIT.

At HIT I had a huge realization about how I viewed my life. I had been framing everything in my life around one colossal accomplishment - but then I discovered that reaching that milestone didn't automatically give me a fulfilled life. I wasn't present enough in my relationships with loved ones, friends, and family. HIT taught me how to make the distinction in my head that instead of setting another goal and just running headstrong into it, I needed to focus on **taking care of myself**. It was time for me to be selfish and do things I loved with the

**“It’s not about the end destination, it’s about living life and being happy every single day!”**



people I love. Once I invested time into getting to know myself, I was able to improve my business and am able to help many more people grow in the business world. As a result of having a deeper relationship with myself, I’m now open to new relationships and know I will ultimately find love.

Ever since HIT, I have made **radical changes** in my life from losing weight to starting a new company called Life On Fire. One of the most powerful skills I learned from Michael was being able to alter my **state of mind**. Learning how to operate my brain has enabled me to have **more energy**, become more efficient, and get more done in less time. The impact this has made on my life is so meaningful in fact that I tattooed my high school football number on my wrist to remind me everyday of my capabilities. When I was playing ball in school, I was far from the best person on the team. I was not very athletic and no one thought I would play. So instead of being teased, I turned it around in my head making the decision that I was going to prove them wrong. I went on to train harder than everyone else, always the first in the gym and the last to leave. By my senior

year in high school I was able to hold my own as a starting player going up against guys twice my size. I ended up being honored in the high school hall of fame, which is the highest honor for a high school athlete. The reason behind my football success was that I wanted it badly for myself and was willing to do anything to get it! My tattoo is a constant reminder of my **mental toughness** and how much I’m capable of.

Thanks to Michael, I’m crushing it at work along with every other aspect of my life. I’ve attended another HIT, CSE(Core Strength Experience), RPM (Rapid Presentation Mastery), and Call2Action. I have turned many friends onto these programs as well and all of them have found ways to improve their lives. The next step for me will be to be a part of Michael’s Leadership team. I intend to learn as much as possible from Michael and follow in his footsteps. There’s only one Michael Bernoff, but I aspire to **improve other peoples lives** like he has improved mine. That would be truly satisfying.

# Thoughts from Michael

## on Living in the Right State of Mind

Nick Unsworth is an incredibly unique individual. He is one of the most “real” people I’ve ever met and that in itself is one of the reasons we chose to feature Nick in this magazine. When we first met he was at a transitional time in his life and he wanted to make changes. More importantly he was *ready* to make changes. He knew he had to start on the inside. He was ready to make the improvements within himself so he could achieve big things - *great things* - with his life. He wanted to learn the strategies and to develop the skills to make that happen. And that’s what he’s doing. Of all the things Nick has learned along the way - the most important skill he developed was to know what state of mind he must have at any given moment, and make the shift to get himself there rapidly. He has such a strong ability to do that...and it’s launching his life. His new business “Life on Fire” could not be named more appropriately because that’s exactly what he stands for...taking your life and living it with passion.

### That’s Progress

What I’ve noticed most about Nick is that when he learns something he puts it into play in his life. And so it comes as no surprise that his business is succeeding. It comes as no surprise that his contagious personality draws people to him. And it comes as no surprise at all that his mental and emotional strength is ensuring he has the life he wants. Those that aren’t as skilled at maintaining the right mindset and emotional state are sometimes inclined to settle for less than what they want. Nick’s ability to live in the right state of mind also means he knows exactly what he wants. He uses it to make sure he only works in an environment that is right for him. He uses it to make sure he surrounds himself with the things in his life that he values the most, like his family. He uses it to make decisions to be involved with activities that enrich him. He uses it to choose who he shares his time with. He won’t settle for anything less than what he knows is best for him. Knowing yourself to know what you want and not accepting anything less is the one of the most powerful skills any human could ever have. Nick has it.

### That’s Success

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