

**Answering** a call brings on *growing pains of personal evolution*.  
*Unanswered* calls bring on the **growing pain of inner hell**. Call  
and effect depends on FREEWILL FITNESS, that is, how well we exercise  
freewill. **Escaping hell led me to selling H.E.L.L. in hell.**  
*No business is immune from hell*. I believe that the power of the E-soul  
will power your business by leading it to **e s c a p e** the hell that it will

# Soul of an Entrepreneur

## Book I

### Selling H.E.L.L. in Hell

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positively face. I believe the soul of an entrepreneur is a *power source*  
that will **LIGHT YOUR SOUL ON FIRE** through the dark moments that  
businesses will experience without fail. *The key is to not fail when it happens*.  
Every time the E-soul powers you through hell, you get stronger and  
smarter. *Hell has its purpose* – to challenge us, to test our will,  
to test our strength, to test our smarts, to test our stamina, and to make  
us tougher. It's *impossible to develop the fighting skills*  
needed to survive in a self-generated business *without facing hell,*  
*without standing up to hell, without fighting hell, and without escaping it.*

*Chapter 1*  
**Crossing Patterns: X-R-Size Your Freewill**

In 1985, I had to find a word and symbol that represented *limitless*. I needed a simple sign of unlimited potential for a limitless system that promoted limitless growth. I didn't find the answer. The answer found me.

During practice in my second year as a high school head football coach, also in 1985, I realized that the perfect pass play was *crossing patterns*. There was nothing simpler, and the play was unstoppable. It was the simplest yet most dangerous pass play. Two receivers lined up away from each other on opposite sides of the ball. They slant toward each other and then sprint at thirty degree angles until they cross and continue sprinting on their original paths, each going their separate ways to the same higher level. I crossed my arms in front of my chest and said to the quarterback, "X is the new signal for the play called *crossing patterns*. When I cross my arms, I'm calling the *crossing patterns*. X is easy to remember. It's an overhead view of the crossing patterns. Two V's inverted. The bottom shows two receivers lined up wide, away from each other. The bottom of the X is an upside-down V – the starting points of where they are, but not where they're supposed to end up. The middle of the X is the point where they cross paths. That's where an impact is made and things change. The receivers switch sides, and they are guaranteed to outrun the competition. It happens every time. After they cross, the shape changes. The upside-down V turns into an upright V. When I see a V, I see growth. The space in the upright V grows wider, and the lines kept reaching to a higher level. If it works, I will call it again, and again, and again. When you stack one X on top of another, there's no limit to what you can do. The growth is unlimited."

It worked.

The crossing patterns became unstoppable. When we stacked them up by calling the same play, we marched downfield and scored each time. Then I named two positions X, one on offense, and one on defence to represent unconventional positions, that is, multidimensional positions that could line up in unlimited formations to form limitless plays simply by connecting basic strategic *concepts*. There was nothing to memorize and no encyclopedic playbook. A simple limitless system replaced thousands of plays that had to be memorized and recalled. There was no script, just a simple language and decision-making model. A general plan and adaptation: strategize and improvise.

It worked.

Then, I used X to name my workout system. Instead of thousands of pages of scripted workouts, a simple limitless system connected basic strategic *concepts*. Limitless capacity by using a language and simple decision-making models.

It worked.

I named my brand new gym X Fitness. I named my new football team the X-Men. The reason was perception. When I see X, I see hope. I see limitless potential. I see an unstoppable force. I see two crossing patterns that start wide apart, cross paths, make an impact, and then stretch to the next level. I see a wide gap at the bottom that closes as the two stems of the X cross paths in

the middle; the point of impact where things change and where the transformation starts. I see the upside-down V transform to an upright V. When I see V, I see growth. I see unlimited growth. I see two paths stretching to the next level. The space inside a V is special – it's the wide open place that keeps growing after two paths cross and an impact is made. The power of X is limitless.

X is a symbol of strength and endurance, a lifelong commitment to athletics and fitness, and a commitment to *never quit*. X is not only our gym's symbol; it's our football team's symbol. It guides us on the field and in the gym. "Never quitting" sounds like a simple concept, but it's not. It's built one rep at a time. X is a promise; a personal pact to stick to it, to fight it out, and to never run from problems. I use X to form limitless systems. I believe that systems can result in limitless growth if two crossing patterns make an impact and stretch to the next level.

X has saved my business's life. After my business started bleeding green, I looked at X and saw a business system. It was a limitless system that worked in my business's reality of selling H.E.L.L. in hell.

We don't cross paths only with who we *want* to meet. We cross paths with who we *have* to meet. Crossing paths starts an exchange where something is taken or left behind. What's taken and what's left behind is the difference between what gets lifted and what doesn't. People don't limit us, we limit ourselves. We all have the soul of a lifter. It's our choice whether we lift and get lifted. That's what this series is about. Lifting or limiting one's self is a choice. It depends on how we X-R-size freewill.

We don't get a choice about who crosses our path, but we have a choice about what to do. We decide whether to drive past or make an impact. You can close your eyes or open them. You can close your heart or listen to it. You can torture your soul or lift it. No one forces you to close your mind, and no one forces you to open it. No one can stop you, and no one can move you unless you cooperate. We make conscious decisions about what to do when we intersect with those who we want to and those we don't. Blown opportunities are the product of those conscious decisions. That's what this series is about. Keep lifting if you want to be lifted.

If people gave us opportunities only if they liked us, we'd all be in big trouble. Trace it back, and you'll find that people lifted us up when we least expected it or deserved it. We are blessed to have had people lift us when we weren't what they wanted. That's what this series is about; soul searching.

Nothing just happens. It wasn't a coincidence that I crossed my arms during football practice in 1985. It wasn't a coincidence that I saw limitless potential in X. Nothing I did afterward was a coincidence, because nothing just happens. I didn't find the solution, the solution found me.

∞

I started high-risk businesses from scratch. I didn't inherit them. I didn't buy them at a discounted rate. I didn't get government grants to fund them. My businesses sell H.E.L.L. in hell. H.E.L.L. is:

**Heavy**  
**Extreme**

**Laborious  
Lifting**

Not just physical lifting, but mental lifting as well. My businesses sell work – physical and mental exertion. Work is the hardest product to sell, hands down. We (my businesses and team) sell H.E.L.L. in the worst market places – low-income, low-interest places where disposable income is low, and the interest in spending it on H.E.L.L. is even lower. The odds are stacked. They always have been, and always will be.

However, we found a solution; literally and figuratively. We designed a *limitless system* to turn H.E.L.L. into a solution. No one will buy H.E.L.L. unless they believe it's a solution to a problem.

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