

**About Jesse Itzler:**

Jesse Itzler is an American entrepreneur and author: co-founder of Marquis Jet, one of the largest private jet companies, a partner in Zico Coconut water, founder of The 100 Mile Group, and co-owner of the Atlanta Hawks (NBA). What a lot of people don't know is his rise to fame and fortune started with a rap career, who has done over \$5 billion in sales. His books, *Living with the SEAL* and *Living with the Monks*, are New York Times best sellers.

**On being a rapper:**

"I started out as a rapper, that part is true. The show *Club MTV* was hosted by a gal named Downtown Julie Brown. It was 1991. I did that show and came off on this big high and my record company is like, 'It's about to happen for you, Jesse. You're gonna get a ton of publicity.' They whisked me to Pittsburgh to do my first concert ever. And I get off the airplane in Pittsburgh, [I look out of the corner of my eye at] this magazine rack. I am on the cover of a magazine called *Rap Pages*. That's like the equivalent of an entrepreneur being on the cover of *Forbes*! How could they not tell me? Like nobody even called me. It's so amazing! So I grabbed like all the copies of the magazine. There were like 50 copies. I took them off...sending them to my mother, my grandmother, everyone's getting a copy because I'm on the cover of *Rap Pages*! So I'm on the line to buy the magazine and I look at the cover, excited to read it...and plastered over my face, it says, 'Are White Rappers Ruining Hip Hop?' Prolific rapper? I appreciate that introduction. I did ruin hip hop. This is ridiculous."

**An icebreaker story:**

"But a lot of people are just coming up and I want to share a quick story before we start. I haven't shared this story. I think I told it once in my life and it just popped in my head and I'm in Miami. I had a coconut water company called Zico. And my partner and I sold it to Coca Cola. [Actually my partner and indirectly me just bought it back two weeks ago.] The backstory is insane. So I was in Miami. This is like 15 years ago. A younger me was at Matt Damon's house, a friend of mine. And Matt's like, 'Do you want to stay over overnight?' And I'm like, 'I wish I could, but I'm going to Brazil tomorrow.' He's like, 'What's in Brazil?' I said, 'I'm going to start a coconut water company.' He's like, 'Coconut water? I love coconut water! I have a coconut tree in my backyard and I get a coconut. And I drink out of it. If anything happens, you know, keep me updated.'

About a month later, I find myself in the office of Coca-Cola, pitching my product Coco Plus to the president of Coca-Cola. And the meeting is lukewarm at best, like I got to change the vibration. So I don't know how this popped in my head. But I said to the president, 'Well, you know, my partner, Matt Damon and I...' and he's like, 'What? Matt Damon! I love Matt. My daughter loves Matt Damon. [He's] your partner?' I call him, 'I'm like Matt I need a really big favor, man. Do you have a camera at your house? I gotta get this idea across. That coconut tree outside of your backyard. Can you grab a machete? Climb up the tree, yank down the coconut, cut it open. Make sure they film you walk in all the way to your house. Get a little sweaty, slice it in half, put a straw in it, turn to the camera, and say 'There's got to be a better way than this.' ' He does this Oscar award winning thing. I hit send. Checkmate. What's interesting about that story is the reality is we were selling the problem that we were solving. And a lot of people, you know, don't understand the importance of solving a problem and selling. **They sell the half of the what is my product and not the why behind it.**"

#### On family history:

"I just want to say this. My grandfather just found an autobiography of my grandfather in my dad's house literally a week ago and I learned that my grandfather was one of us, was born into incredible poverty. He was one of 12 children, and six of his brothers and sisters died before the age of two. He was gassed in World War I. He survived. He was in the Army. He settled in Brooklyn, and he lived in a tiny house with my dad, him and his grandfather three generations in like the back of their painting shop, and I'm here. I stand today, one generation removed from that and I say this very humbling. I've had incredible success in my life. **And it made me realize that we're all one idea away. One referral away. One sale away from changing the trajectory of our lives.**

I've always said if you over index in value as a parent, as an entrepreneur, as an employee, good things happen. **And that's my only agenda today...it is to provide as much value as I can.**"

#### On public speaking:

"I took a public speaking class when I was in college. It was a throwaway class, I needed 3 credits and my friends were like, 'Take the public speaking class, man, it's so easy.' So I signed up

for this public speaking class. **It was the best decision I ever made, because everything involves public speaking.** No matter where you are in your journey. I highly encourage you to invest and getting better at speaking in public.

My professor dummed public speaking down to four basic principles that really resonated with me. **The first thing she said is you want to open up with an icebreaker, a story,** whether you're giving a conference, a presentation, a sales meeting, you want to open up with an icebreaker, it could be funny, something relatable, but something that you know, attracts the audience that gets them connected to you in some way. **The second thing you want to do is you want to tell the audience is what you're talking about.** They want to follow along on the journey, they want to know where you're taking them. **The third thing you want to do is you want to deliver on that promise. And the fourth thing that you want to do is you want to leave people with immediate actionable takeaways.**

So I'm going to do two, three and four right now. Today, I'm gonna talk about the best strategies that I've used in 50 years on earth to dominate the year to 10x to scale everything that's worked for me in business and mindset. I'm gonna deliver on that promise and I'm going to leave everybody here with action steps that they can take to be better in business and mindset."

#### **On past jobs and accomplishments:**

"I have a lot of crazy jobs. My dad on the plumbing supply house. I tried a lot of things between the ages of 21 to 25. I was a kiddie pool attendant, I was a rapper, I got dropped from a label, I cleaned meat trucks, I sold carrot and celery sticks door to door, I wrote jingles at a t-shirt Company that failed. And then, when I was 27 years old, I was a guest on a private airplane. And when I walked onto the private airplane, it was like the scene in The Wizard of Oz when everything goes from black and white to color. I was like 'people fly like this?' This is unbelievable. And my partner and I decided to start a private jet company. We had no aviation experience, and we had no airplanes. We grew that business to \$5 billion in sales, and we sold it to Warren Buffett's Berkshire Hathaway. I then had the coconut water business. I'm an author of two books. I'm an endurance athlete, but most importantly, I'm married. I have four kids under the age of 11.

My wife is an entrepreneur who owns a company called Spanx. And we're part owners of the Atlanta Hawks.

My journey started on 18 different couches. During the ages of 19 to 22, I slept on 18 different friends' couches that put me up when I was trying to figure out how to make it. My parents had moved to Florida. And when I was on couch 17, literally, I had a life changing lesson. And it set up the theme of what I want to talk about today. I'm gonna share with you.

So I was staying at my friend's house. It was a Friday and he said to me, 'Jess, you got to be out of here on Monday.' I'm like, 'why?' He's like, 'my parents are coming in, you can't be living on the floor' Well, instead of taking the weekend to go find a place to live, my other friend was having a bachelor party in Atlantic City and so I'm going to the bachelor party. I'm sitting at a bar and this girl comes over. I'm ordering a drink and we're having small talk and she asks me where I live. I said, 'Well, funny. You should say that. As of Monday. I have no place to live.' And she took out a napkin and wrote down her address on the back of a napkin and she handed it to me kind of kidding around. She's like, 'well, if it's an emergency on Monday, come live with me.' I put it in my pocket. Monday comes I'm back at my friend's house. He's like, 'Brother you got to be out of here in 20 minutes...my parents are coming.' I'm like, 'This is an emergency.' I take out that thing. I put all the stuff I own...everything I own in one blue knapsack and I head over to Melissa Katz's house on 61st And York. I knock on her door. She's literally walking out to work. And I lived with her and her roommate on their couch for six months."

**On a life-changing lesson:**

"I was writing jingles...terrible. But my business model was I would go in the studio on my own nickel, write the songs. I would try to sell them and I would make the spread if I couldn't sell them. I lose the money. I was out of money. I had \$118. I couldn't go in the studio. A music manager offered me \$10,000 for 10% of all of my future earnings, everything for the rest of my life. And I said, 'I'll take it because I needed the money.' I tell Melissa, she goes, 'before you do that, see my father. My dad's an entrepreneur and he'll give you some advice.' So I go to see her father, who I didn't even know was the owner of the New York Yankees. He had the biggest parking garage system in New York City called Kenny Parking. And I go into see Lou Katz and

I tell him my dilemma. I'll never forget this. And he said to me, 'Jesse, if you don't take the \$10,000, will you make this work?' I said, 'Lou, I know I can make this work.' He said, 'I did not ask you that, I said will you make it work? I know you can. I know you can have a \$5 million business. I know you can write a book. I know you can run a marathon, but will you?' I said, 'Lou, yes I will.' He said, 'take that \$10,000 and shove it right up his ass.' Roger that. I'm leaving his apartment. And just as I'm leaving, he says, **'And you know what? I would trade everything in the world except my kids for the one thing you have.'** I say, 'Lou. I have \$118, man. What are you talking about?' And he said, 'Youth. Youth.' Made me cry. He had everything he wanted. But his time was running out. We had this amazing playing field in front of us. This big canvas to paint however we want to do it. And that moment changed my relationship with time. And my relationship with time is very different than most people's in this room. Until you understand your relationship with time, you cannot operate with true urgency."

#### On the bus ride:

"The way that I look at life is like this. The day we wake up we go on this busride. The keys going into the bus. You get the steering wheel and the busride starts. The bus starts going now. You don't need me to tell you but it goes fast. The bus doesn't care if you're shy as a kid, it doesn't care if you were bullied. It just keeps going. That one day he's a senior in high school and they said you better enjoy it, it's going to go fast. And then maybe you meet a girl in college and you have a family and your kids are 10 years old. And in eight years you're going to be an empty nester and the bus just keeps going. The bus doesn't care if you get sick. The bus doesn't care if you're lazy. The bus has no reverse. You can't go backwards. It doesn't care if you take a day off. It doesn't care if you're overweight, broke, divorced. It just keeps going. And then one day it's all over. The bus ride is over. I'm 52 years old. This much of my journey is done. I cannot get it back.

**The only thing that everybody should think about is how do you maximize from right now. Whatever day this is, until the end of the journey, how do we scale squeeze everything out of life from this moment on till the end of the ride.**

I want to share the next the 10 things that I do in my life to help me achieve those things. Now, I'm not saying there's going to

be...I don't want to overwhelm anybody. And I'm not saying that all 10 of these things are going to be for everybody in this room. But if there's one or two nuggets that you can apply that help you, then this talk was a success. You can take notes or I can email this to everybody at the end. I have it all kind of summarized."

**On 10 important things:**

**"So the first thing that I do is I have a word every year that kind of guides me.** It's not like tattooed on my arm. But I pick a word of the year. It could be newness, change, spontaneity, but for the last three years, I've had the same word. And I think that word is really important for everybody in this room. And that word is *soul*. **If I'm going to do something, man, I'm putting my soul into it.** If I'm going to be here at 10x and the Cardones I'm going to put my soul into it. If I'm going to my kids soccer game, I'm going to be where my feet are, and I'm going to put my soul into it. If you have a business and you're building a business, marketing is amazing. **But customers feel soul. It's tangible.** I still lick stamps. I still go to fedex. I want to be connected in my DNA to my product. **You cannot outsource soul.** If you're going to do something, put your soul into it."

**Having soul:**

**Better is better:**

**Number two, I have fewer goals this year.** For years I thought like having all these big goals was a great thing...a great way to go at life. But there's a lot of research that one of the reasons why people don't hit their goals is they have too many. So I'm a much bigger believer that **More isn't better, better is better.** *So I've really shifted to bigger goals.* And I highly encourage everybody to scale down, like you don't say I'm gonna learn Mandarin this year and I'm gonna do a documentary this year and I'm doing a marathon this year. Have fewer goals, and better goals."

**Being where the action is:**

**"Number three, go with the action is.** When I started Marquis Jet, I was looking for my first customer and I didn't have a sophisticated way to get sales, I didn't have any. Back then there were no sales leads like I had to show up where wealthy people were that could afford to buy a private jet card. And I heard about this conference in Monterey, California. I heard it was packed with qualified buyers. So I got a ticket, flew from New York City to Monterey, California. And when I got to the conference, I noticed that everybody had credentials. I

didn't have a credential. They didn't let me anywhere near the conference. And I was like, 'Man, I just flew 16 hours, and I can't get into this damn conference.' But, I don't negotiate my goals. I'm leading with the sale. So I go to this coffee shop. And I'm thinking like, 'how am I going to sneak into this conference?' I noticed every hour a wave of people come in with credentials. They're on break from the conference. And they're buying lattes and muffins, lattes and muffins. So the next morning, I woke up at 5 o'clock I went to the muffin shop, and I bought all of the muffins. I now controlled all the muffin inventory in Monterey, California. And I waited. Nine o'clock comes. A wave of people come in. The first guy up orders a latte in a muffin. They said, 'Sir, I could give you a latte but we're all out of muffins.' He's starting to walk out, and I say, 'Excuse me. I'm sorry. I heard you. I actually happen to have an extra if you want one.' He says 'Get out, what are you doing?' I said, 'I'm here for the conference.' [He asks me what I do and I tell him] I have a private jet company called Marquis Jet. He says, "I'm in the market for a jet card! Do you mind if I sit and learn more about your program?" and I'm thinking to myself, 'Absolutely not, Mr. Qualified.' And he was my first sale. Now this isn't a rah rah story about I'm a good salesman. **I put myself in a position to create the luck. I put myself in a position to attract the luck. Emails are great. All this stuff is great but you got to show up. You got to show up and make it happen."**

#### **On evening routines:**

**"Number four, evening routines.** So I'm a big believer in morning routines, but I'm a bigger believer in evening routines. What are the best? Nobody in this conference is good enough by the way to just wake up and wing it. You can't just wake up and be like, 'What am I going to do today? What do I have to get out? What I have to get done?'" I invest five minutes. Before I go to sleep every night, I lay out my entire day in advance."

#### **Weeks not days:**

**"What is number five? Think in terms of weeks not days.** This is a really powerful thing that I do. I used to think every day like I'm a runner. I'm going to run three miles every day. I'm an author. I'm going to write five pages in my book every day. But inevitably, that sets you up for failure. Because there's something called life that gets in the way...my kids need stitches, my wife wants to talk, I have a meeting. I gotta go to now, I didn't write my pages. I didn't run and I quit because like I'm like

I can't even run three miles. A day, man. Are you kidding me? And I quit. But when I take a week approach to it, like I'm gonna run 35 miles this week, you know, write 35 pages this week. I'm gonna run 21 miles this week. **If I miss a day, I then have the flexibility the next day to say I'm going to run an EXTRA MILE today. I'm going to make up the writing and it's been a really, really good game changer for me."**

### Three C's

**"Number six. This is the #1 tool that I've used sales. This I've been doing this since I'm 21 years old, and it's called the three C's: I compliment, congratulate and console.**

What does that mean? Every opportunity I have in my inner circle: employees, prospects, family, friends to compliment, congratulate and console. Listen, as a father of four I just want to say it's so inspiring to see your daughter came on stage. She supports you. And I just want to let you know man, it's really it's like really good to see. I'm proud of you. Grand Slam on the cover of The Wall Street Journal. He didn't win the Super Bowl like Tom Brady and everybody is reaching out to him. I authentically complimented him when he wasn't expecting it on something that I picked up and I'll never forget it. I congratulate Grant. I heard your daughter got in to the University of Miami. I have four kids if my son gets into the U, I'm going to be so excited man, Sara and I are on cloud nine for you. You congratulate everything and you console. I had one of the worst things that can happen to a parent, happened to my wife and I, and the next day I got a knock on my door. And it was my friend Doug E Fresh. I said 'Doug, what are you doing?' He said, 'When you get news like that. You don't call. You show up.' If you have somebody in your life that's grieving. And you don't reach out to them. They'll never forget it. So I complimented, I congratulated, I consoled and a crazy thing happened...I got referrals. People started rooting for me. Customers, even when there was a mistake never wanted to leave my business because I was connected to them. You compliment. You congratulate. And you console."

### On staying healthy:

**"Number seven.** You're gonna hear some amazing speakers right in this in this conference over the next two or three days. You're gonna learn about scaling your business, you're going to learn all these different tricks, but I don't want everyone in this room to lose track of one important thing that we only



have one job. I say this to my wife every day. **We have one job, stay healthy. Stay healthy.** If you're a billionaire, and you have helicopters and everything and I know sometimes there are things that are out of your control and I understand that, but if you're a billionaire and you got helicopters and sports teams and all this stuff, and you're on an amazing Island enjoying a vacation and you got a sore throat every time you swallow the only thing you're not thinking about is your helicopters and money. You just want to get rid of your damn sore throat. That's just a sore throat, that's how it wipes everything out. That's just a sore throat. And I'm not talking about just physical, I'm talking about mental. I'm unfriend reduction right now. *Unfriend reduction.* **I don't want people in my life that cause aggravation for me** you know? No, I don't want that. And I monitor my inputs and my outputs. So, your inputs, your outputs are how you present yourself to the world. Your inputs are the podcasts, you listen to the news, you listen to the mentors that you choose, the books that you read the movies are they violent, what are you inputting? And it's very important man. **Don't lose track of that one important thing that we all have to worry and not worry about, and that's our health."**

#### **On the three-minute miracle:**

**"Number eight, the three minute miracle.** Again, here's a great tip for everybody. I'm trying to give a tip here to help you scale your business. Coach K, the basketball coach at Duke University, has a basketball camp for guys 35 and older called the K Academy. So I went to the K Academy for the last 17 years and about two months ago, I'm in North Carolina, and I sent Coach K at text: 'Coach, I just want to thank you for this unbelievable experience. I know you don't have to do it. But I've made amazing connections in my network and I want to thank you.' Send. Now the coach could do three things with that. He might share it with his staff like I got we're making an impact. He might share it with his wife. He might do nothing. But I now have permission so when I see Coach K out at dinner I'm not coming out of thin air. Who's the first camper out of 100 that he's going to hug at camp. Now that text took me 45 seconds. If you invest three minutes a day, three minute miracle, three minutes a day and you send a text DM, hand-written letter, email over the next 30 days, go send it to 100 people. If you're consistent and you're doing all year, you'll send 1000. Now I'm not saying every one of those 1000 is gonna buy your product, I'm not saying every one

of those 1000 is going to be your best friend, but what I say at the beginning of the speech, **you need one one to change the entire course of your life."**

**On crisis management 101:**

**"Number nine: great entrepreneurs handle the lows. I**

remember at Marquis Jet, my sales reps used to come in and I say, 'how was the sales meeting?' They said it was amazing. But I got a lot of pushback on our price and a lot of pushback on the competition. And it was hard. You are a sales rep, your job is to sell the product. The customer's job is to push back. What do you expect? Obstacles are coming. They're coming, but how we handle those lows can be the greatest opportunity. Although I had a one or two customers, I needed a lightning rod. I got a call from a guy named Arne. Arne was the biggest sports agent at the time or one of them. He represented 20% of Major League Baseball players. He represented the best NBA players and he wanted to demo our airplane and fly from LA where he was living to Duke University where he was going to meet with a kid that was going to be the first pick in the NBA Draft, a multimillion dollar contract. The athlete it got down to three agents that were left. So we set this flight for Arne. I get a phone call it's Arne and he is pissed. Very pissed. He's like, 'I just got off at your team. There's a nine hour delay on my flight.' This is his demo to see if he's gonna buy our product. He controls the sports world. [He's going to miss his meeting.] Crisis management 101. **You get in front of the problems, you don't hide behind emails and not answering your phone. Crisis management 101, you get in front of the problems.** So I pick up the phone, I said, 'I spoke to our team and there is a delay and it is nine hours and the reality is this happens to 1%, one in every 100 Airplanes. And I am so sorry that this happened to you, if I could sit on the plane for 10 days to take this away from you, I would, but anyone that tells you in the industry that planes don't have issues is lying. Arne, I'm a 29 year old kid. I just started this with my partner, if you could ever give me another chance I'll do everything to make sure you have the best service ever. And this was a safety issue and we're never going to compromise safety.' And something clicked. He said, 'You know what? If that kid doesn't want me as an agent because my airplane broke, then I don't want them as a client.' He signed up. A couple of weeks later. The guy was so smart. He found a loophole in the tax law. And he started writing jet hours into shoe deals. He wrote 100 hours into Kobe Bryant's

Adidas deal and then Tracy McGrady and then every athlete. He completely lit my business up and it's all because of how we handle the lows."

**Take a chance on people:**

"One more. And the last thing I want to say about this is to **take a chance on people**. You know, there's a lot of really successful people here. And when I was in my 20s, I managed a group called Run DMC and the DJ Jam Master Jay. We shared a desk in an office the size of nothing. And one day Jay came in. I think I was like 24 and he's like I got this kid and he wants to learn business. He wants to be a rapper and a boxer, wants to learn business. Can I barter an internship and he can learn from me? I'm like, cool. So this kid Curtis comes in, and he's writing little raps helping me write these jingles. He's handing out key chains out of his promotional van and he has a rap partner named Kay-son. And I'm like Jay, Kay-son, is unbelievable and I signed him up. However, Curtis went on to be 50cent. Fast forward 10 years later, I haven't spoken to 50cent in 10 years. I get a list. I have Marquis Jet. Now of people, on the airplane, 50cent is a guest. So I write a note 50cent, 'You're never gonna believe it. It's Jesse from a jingle company. I own this airplane you're on and this company.' The next day he wrote in his contract, 'only fly on Marquis Jet.' The people you know the people in your 20s and 30s people become people with power in your 40s and 50s. Adam Silver was working in NBA entertainment when I was doing my little rap Nick song of NBA songs. He's now the commissioner here. You just don't know. Take care of everybody because it's the right thing to do. And it's a really small world."

**On having the mindset:**

"And before I go I want to say two things. **The first thing is all of this is irrelevant without mindset. The number one thing people want in conferences I believe is mindset.** And I just want to take five minutes at max and share the number. One piece of advice that I've gotten in the last decade that completely changed my life, that everybody in here can learn and master in five minutes. You can teach it to your kids, your staff, yourself and watch the floodgates open."

**On training to improve:**

"So I'm training for this race called the last man standing. It the format of the race is a 4.2 mile running loop. You have an hour to complete it. If you complete it in 15 minutes, you have a 10 minute break. They line you up again at the top of the hour. And

they repeat that and so one person's left standing. The last man standing and during my training runs, I did 10 training runs of 38 miles and every time I got to 38 miles I stopped my body shut down. I'm like that's my limit, it was it, I had a governor on it. And then I heard about this guy named Chad Wright, a Navy SEAL... former Navy SEAL on a podcast saying that he took a kid that ran five miles at a starting line of a race all the way to the 100 mile finish line by having repeat, "I will not quit." And I'm like that's ridiculous. I've been running my whole life, nobody can go from five miles to a 100 miles, but I'm like this guy's a Navy SEAL so I doubt he's lying. So I called, I told him my problem, here goes a southern guy with his long beard from the North Georgia, he's like man, I can solve that problem for you in two days. A week later he's at my house. So the first day he doesn't say a word to me. Dead Silence. Intimidate, stroke me and my friends are like what have you learned to change your cadence? Are you eating differently? I'm like...he hasn't even said a word to me, man. We go to dinner and he finally talks he says tomorrow we're going to start at 05:00 but we're going to meet in the kitchen at 4:45 to discuss the mission. You're gonna talk to me for 15 minutes, and I'm going to get this magic miracle. I come in at 4:45. He goes, 'Today we're going to do three things and three things only. And if you do these three things, you're going to shatter the 38 miles. He said the first thing we're going to do is we're never going to give our pain a voice. What does that mean? He says I know the journey. Our journey is going to be hard. I know it's going to be uncomfortable, you're going to be tired, you're gonna say I don't have what it takes, I'm not good at this. The competition's too good. You might get a blister. But once you say those words, you give them power. No matter what I asked you today and if I asked you how you feel, you say I feel outstanding. Number two, we're not going to die in the chair. What does that mean? There's only two outcomes to that. One, we shatter your 38 miles, or two, we exhaust every possible option that we have, and it just didn't work. And either one of those is acceptable, but we're not going to come in the middle of our loop. And number three, even though this journey is hard, we all got a lot to be grateful for everybody in this room. Everybody in this room. Every loop we're gonna say one thing we're grateful for that day.' I shattered my 38 Miles. Thirty days later on at the start of the Hennepin 100 mile race, Chad's running it with me. I get to mile 74 And I'm broken. I had hypothermia, I can't even move. Chad

### The words you speak:

stops and goes 'this is a miracle, man. Nobody knows this. I don't get tired. I never get tired. I want you to say it.' I couldn't say it because I was broken. He goes just say it, 'I don't get tired.' 'Say like you mean it.' 'I don't get tired, Chad.' 'Say it again.' 'I'm gonna let you walk to the aid station a quarter mile up there. But when we get there you tell everybody the miracle of Chad and Jesse. We get to the aid station. That guy gives me some pasta, the nice volunteers. I said 'Sir, I'm Jesse, this is my friend Chad. This is gonna sound crazy, but we don't get tired.' 'Are you tired?' 'I feel outstanding.' 99 Miles 100 Miles. **The words that you speak are important.** Think about how many people this week say I can't. If it was such a good idea, why did the big guys do it? The people that come up with ideas they usually don't have experience, they're usually not experts in this space. That's what being disruptive is. Expect resistance. People resist that."

### A Recap:

"Now listen and we covered a lot today we talked about public speaking and the four principles of public speaking we talked about time in the busride. We talked about the word of the year and soul. We talked about sticking in terms of weeks and not and not in that days. We talked about evening routines. We talked about being where the action is. We talked about staying healthy we talked about taking care of people. We talked about the three C's compliment, congratulate and console. We talked about the three minute miracle...all in 30 something minutes.

I want to read you guys a poem that will bring this loop full circle. I wrote this. They say health is the greatest gift and nothing is more enchanted. But we often go through life and take this ultimate gift for granted. Just the other day my friend noticed something coming back from his son's lacks game. He said he felt a little tired and had some weird lower back pain. Since his uncle had something similar that ultimately destroyed his health. He figured he should get it checked out. Better safe than sorry is what he said to himself. The doctor felt around and found something a little curious. He said let's just get this scan to make sure it's nothing serious. And when the results came back, he had some bad news. He asked my friend to please sit, he had some bad news to deliver. We found a tumor on your neck and it spread to your kidneys to your lungs and to your liver. My friend was like that's impossible man, I have a wife, two sons and a daughter. The doctor held his hand firmly and said I'll help

**On appreciating every day:**

you get your things in order. He thought about chemotherapy and alternative treatment for several defeating days. He even contemplated trying to cure it strictly with vegan waves. With only six months to live my friend chose to make the most and live and spend every waking moment with the ones he loved and was most close. And as he laid in bed thinking of what he'd done different if he had his years over again. He said he would have traded the hours of work for more hours with family and friends. You would add more adventures and experiences and live life for a living. You'd love more, worry less and spend more time on charitable giving. **But the one thing he told me to do is appreciate every day that we have to spend because you never know when that bus ride you're on will abruptly come to an end."**