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[00:00:00] Hey, everyone, Charlie Epstein here and welcome to my Yield of Dreams podcast. This is the show that asks the questions. What does it take to pursue your life's passion? I mean, to really go for what you've always dreamed about to do what you truly love. And why do so many people sell out their dreams and aspirations for a job they hate and a paycheck that's less than fulfilling during the show.

[00:00:25] I'm going to interview different people about how they've strived to go for passions in life. And how do they balance that with the need to earn that paycheck. We're going to hold up in the light, your myths about money. Not to try to change them, but to illuminate them to have you begin to discern, where did these come from and how do they impact your life in the decisions that you've made and to see if you'd be willing to just let them go and maybe replace them with a new money strategy that will produce a better result and ease your pain and suffering [00:01:00] about your money.

[00:01:02] So let's dive right into today's show.

[00:01:09] Well, I'm excited. Everybody is Charlie Epstein live here at Yield of Dreams. We've got the nice warm glow behind me of Dyersville Iowa, the real yield of dreams field, where we actually filmed last July during COVID for the documentary film of the making of a Yield of Dreams. But today. We're here to talk about grit.

[00:01:39] I like that word grit. What does it take to make it in life post COVID during COVID and what are the lessons that we can learn from somebody who has sat in the chair of life, grinding it out, especially [00:02:00] as a sales and marketing professional. So I'm really thrilled today. The Bryan Lefelhoc. Did I say that?

[00:02:07] Right? Not even close Charlie, but I'm, I'm thrilled though, that you tried CLO closer. I'll help you left a lock. Bryan. Well, you know, it's funny cause we were saying elephant and yeah. Yeah. I don't know why we were talking to earlier about all that. The great cartoons Mr. Peabody and Sherman clutch cargo.

[00:02:31] Snuffleupagus yeah, we were talking about the Las Vegas. Those were, those were the simple days. The simple days when, as a kid, you turned on the TV set and you were free to watch a cartoon and just simply enjoy being swept away. Into a fantasy world. Yeah, yeah, yeah. And then you come back and everything's fine and no one's heard and everything's okay.

[00:02:58] And you move on, but no [00:03:00] life is tougher these days, or at least we make it. So I don't know if it, life has gotten tougher. I think you've just hit it on the nose. We talk that it's harder. Yeah. You know, my grandmother, Tony Bertine. Who was born in the late 18 hundreds. So she lived through the great depression.

[00:03:26] Those were tough times. She lived through world war one and world war II. Those were really tough times. Yes, sir. And she was asked, what was the single greatest invention

in her lifetime? I want to take a guess what she said. No, I don't. What would it be? The flush toilet, the flush toilet. See, I was thinking like the hammer.

[00:03:47] Yeah. Something, something that you could really use utilitarian and, and, and we're thinking smartphones and TVs and electric cars, they had an outhouse or a hole in the ground. Yep. [00:04:00] And so the single greatest invention ever her wasn't curing polio, or, you know, the cell phone or internet or, well, she died before all those, it was the flush toilet.

[00:04:13] I have a 26 year old son. That's not right. Let me say it right. I have a 24 year old son. He's about to turn 25. He said, boy, this world is just messed up. I said, son, you have no idea how great we have it. Every generation before you, it was messed up. We are starting to get it right. It's all in our heads is hard as far as how hard it is.

[00:04:33] So your eyes only see what your mind. Thinks your eyes only see what your mind thinks and projects. So I'm looking on the back of your wall and you've got the word grit up there. Yes, sir. So tell me about that. What is it about grit? That's so attractive that it's driven you during COVID to create a [00:05:00] podcast dedicated to grit.

[00:05:02] Well, so, and, and that's, that's the thing, Charlie, thanks for asking. My podcast is called a dash of grit. I think in life it takes a little bit of something extra, a little bit of deep down in the gut to accomplish really anything. And, and it, it came about during COVID, but. If you think about, if I just think about my life, which is really all I know, you know, every single time I tried to accomplish something, it didn't come easy.

[00:05:24] It certainly wasn't forbidden. It wasn't something that said, no, you can never do it, but it was never just handed to me. And as I look back on things and I'm not rich and I'm not fancy. See, and I'm just a regular old guy here in middle school. But everything I've been able to do and it's been a lot.

[00:05:42] Has been with a little extra push and it's, I think it's grit. I think it's not giving up. I think it's when you're, when you're stuck and your tires are spinning, you know, you throw that little gravel under there, you call it grit so you can get some traction and sometimes you need a little help. But I think w when, when you think about grit and what it comes down to is that, [00:06:00] that everybody has to have it.

[00:06:02] It's not foreign to anybody. It's not something that no one needs. Sometimes Charlie, you look across the street at your neighbor. And you say, wow, look at that perfect guy with the perfect wife and the two and a half kids. And the, you know, he's just got it made. How easy is he? Got it? No, man. He, he had to stroll and work and fight just as hard as you.

[00:06:21] And he probably is doing the same thing today. He's struggling and working and fighting to make something happen. That's good. And that's great. And that's what we talk about on our show. It's a badge of honor. Yeah. You know, it's what. Made this country. Great. You know, it's funny, you were talking about where your son said, you know, it's, it's harder today than it was in the past.

[00:06:47] I, I think one of the big things that people lack is perspective, you know, they taught you and I history when we grew up and we hated it, but I love history [00:07:00] because history is a reminder of where we came from. And what people went through that got us to this place. And when people say to me, God, it's, you know, we're such a divided country.

[00:07:15] We're so divisive. I said, really, you know, I grew up in the sixties, Vietnam black Panthers. Yep. This assassination and the John F. Kennedy Martin Luther king. Bobby Kennedy, Malcolm X, all in a very short period of time, the Cuban missile crisis, 1968, the riots in Chicago with the democratic convention, or was it the Republican?

[00:07:46] The convention? Yep. Kent state. Yeah. National guard was shooting students. I don't see. Our national guards shootings. Do you see our national guard students, students today? I [00:08:00] haven't seen it in a long, a long, long riding down the street. Well, yeah, we had riding on the street. Well, I think you always will, you know, this is America and the cool thing is we, we can do those things.

[00:08:10] We can fight. For what we believe in whether it's your job or whether it's your family or whether it's your politics or your culture. We were supposed to fight yourself if you, well, the old line, if you don't stand for something, you stand for nothing. But yeah, we've been fighting forever and we've been showing grit and, and, and God bless us all.

[00:08:28] We don't just sit and take it and I don't care what your point of view is on life. And it could be vast don't sit and take it, which means if you and I don't agree, we might have words someday. That's okay. That's all right. Or we might learn something from each other at the same time. My favorite historical show is west wing.

[00:08:49] You used to watch. Yeah, I saw saw a few times. Yes, sir. I recommend everybody just binge, you know, it's seven seasons, but it's, you know, it's the story of inside the west [00:09:00] wing Martin sheen. I mean, the cast is unbelievable, but they had one episode where they invited in all the real. People that worked in the white house.

[00:09:14] So even Bill Clinton was on the show and you know, all the people that worked in the white house chiefs of staff and all these people, there was one individual, his name, I don't remember right now. I think he was a chief of staff under, during right after Nixon. And he tells the story of when Nixon resigned, you know, over Watergate.

[00:09:36] When you talk about a country coming apart, right. We're not even close. And he said he got this car and he loaded in his four year old and two year old in the back seat, and he drove to the white house. And he pulled up right at the front of the white house. Yeah. [00:10:00] And he sat there and he started to tell his children.

[00:10:05] This is amazing. Yeah, we have just the most powerful person in the world. The president of United States, Richard Nixon has resigned. He's left the white house, new administration and not one bullet was shot. Not one tank was in the street. There was no bloodshed. That's right. And he's crying and he says, this is what makes this country great.

[00:10:36] This is the grit of this country. And he turns around and his two children are like this. Yeah. They don't understand. Yep. Yep. And it's because they don't know the history of things. They don't know all the work and the things that he has seen up until then that make that moment so, so proud. And we forget.

[00:10:55] And that's kinda what this is about. It's like, if you, if you don't know. [00:11:00] What happens in the past or what you had to go through and you think that the person next to you didn't have to, it was just super simple. There's just, you know, this iPhone was always here. You know, and or somebody invented it the other night and sold it on app, you know?

[00:11:12] No, there are no overnight success. It takes a lot of work and dedication and perseverance. And you talk about doing what you love and the money will follow you. You got to have a passion for it. Otherwise there's no reason for grit. You you've gotta have a passion to accomplish these things. And you're talking about our country, our country.

[00:11:32] Loves itself. Like the passion that we have for our country is worth fighting for. And when we see people fighting it, I don't want people to fight and I'm not in favor of protests and things, but at least we have the ability to stand up on a street corner and shout and say, Hey man, this is what I believe in that's that's an amazing blessing.

[00:11:51] And we should never lose it. Don't don't ever, we're not being dragged off in the night. You know, the first time I went to China, my [00:12:00] daughter's adopted from China. It was 1988. It was. Oh yeah, yeah, yeah. What part do you know? Beijing, Beijing. Shanghai. I'm sorry, not that. That's where we flew in Shanghai.

[00:12:12] She's from Shanghai. Okay. What how old she is now? 16. She was five when she came to the states. So Hannah was eight months when we went over. She's going to be 26. Yeah. But 1988, we went over for the first time. It was a year after Tiananmen square. And I remember standing in the center of Tinman square, you know, well, you know, kind of fascinating, but I'd come home and I was talking with a client of mine and.

[00:12:44] You know, we were having this debate about the difference between communist China at that time, which was very different as you know, than it is today. I mean, in that 40 year 30 or 40 year period of time. Unbelievable. I mean, when I went to Shanghai in 1988, [00:13:00] the tallest building was two stories that city is old.

[00:13:06] I can't even, I only have words, but, but we were talking about I know, I know he said something about, you know, the thing he liked about China was, you know, there's no lawyers, he was a doctor. And I said, yeah, but you know, they can drag you away in the middle of the night. He goes. Yeah. But there's no lawyers.

[00:13:30] Okay. Okay. Right. So let's go back to this. When did this appear epiphany for you? Kind of open up this notion of, especially during COVID. So your company, let's talk a little bit about your, your company, what your company is and who you are and what you do for work and how this during COVID led, led you to this path of talking about the subject of grit.

[00:14:00] [00:14:00] Yeah. That's that's great. Thank you for asking that question. It's something I'm very proud of. So my, my company the company I'm with Spire advertising, Spire marketing the company started in 2006. It started with one person in the bedroom of his house, his name's Jeremy Harrison. He's still the owner and founder of our, of our company and, and and one of my best friends.

[00:14:18] And so he started the company and I joined the company in 2010. I was the fifth employee. I left a 20 year career as a broadcaster, which is what I loved radio. When it was still radio, I fell out of love with radio and then worked in it for a few years. Right. And I had to get out and told my wife, I'm leaving my cushy corporate job to go to the website company, you know, and be the fifth employee.

[00:14:43] And she said, you're nuts. And I said, I know, but I got to do this. And I, and I, because I needed to build something, you know, why the corporate world and me. We don't get along very well. And as my company grows, it scares [00:15:00] me a little bit because we're putting in processes and systems and things to help our customers, which is really good, but me and corporate, I don't like a lot of rules.

[00:15:07] I just like to do what I want to do. So and when, when corporate takes as much money as they could take at your expense, I remember one day I brought in a big sale for the radio and, and we let someone go and I said, okay, I'm finally figuring this out. The more money left lock makes the less we need people.

[00:15:24] As long as he can keep making it and then let's keep, and that's the opposite of what I believe. So I believe in small business, I believe in making things happen and dreams come true. And so I joined Spire and Spire believes in business people and, and entrepreneurial growth and success and making dreams come true.

[00:15:39] And I fully bought into this thing. And so I dove in hard and worked hard and we built this company. We now have 20 employees. We have. Three offices were serving the rust belt area of of Northern Ohio and, and really enjoying it and doing great. So, so we're, we, I love all this. I work with businesses and we take you from [00:16:00] zero to a hundred and I'm just thrilled.

[00:16:02] And I don't care about websites and you won't find me on Facebook. So all the things that we do for a living I don't care about, but I do care about your success as a business person COVID comes and all of a sudden. Not only is Spire kind of wondering, okay, what's going to happen. Everybody is wondering what's going to happen from every single level and the businesses, you know, myself as a, as a father and as a husband, as a provider, what's going to happen.

[00:16:29] I can't go talk to people. I can't see people. I can't even shake their hands. How am I going to earn their business, satisfy their needs and,, but the businesses, so here's the way the key is. This is what part was breaking my heart is that the businesses were. Struggling like it wasn't about mine.

[00:16:46] If I take care of you, I'm going to be fine, but I wasn't able to take care of you because we were all shut down. And I said, so what am I going to do now in this room that

does this, this is my, my, an old bedroom. That's turned into an office. It's now turned [00:17:00] into a studio. If my wife and daughter ever kicked me out of here, they're going to do what they want to do with it.

[00:17:04] But for now, this is what it is, but it became my little home during COVID. And I said, well, what am I going to do? And so I said, you used to be a broadcaster. Do a podcast and let's talk to businesses about the hard times. And it's amazing when I started to reach out to my contacts and say, would you help me with this?

[00:17:23] Everybody's like, yeah, I want to. And it's so easy Charlie to say, so that's why things are good, but where did things go wrong? And. Everybody's just, where do I start? This was hard. You know what I know I'm successful now where I'm working on it, but let me tell you about when it wasn't easy. And man, when folks tell those stories during a hard time, like COVID and they share those even tougher stories of grit.

[00:17:49] It makes for a compelling story. And so it's really been fantastic, not just to do the show, but to hear these stories and share these stories. And I know it's inspired [00:18:00] many others and connected many others, and that makes me happy. And that's what it's all about. You came upon this brainstorm idea who were the naysayers in your life.

[00:18:11] Hmm me. No, you can't, you don't. No, one's going to listen. That was one I didn't, I don't like this long list of doubts. No, I, I no, I don't have a long list of doubts. Number one doubt that I had was that I wouldn't, I would, I don't know how to do anything. So Charlie, I'm not sure what you know, so I'm, I'm an old broadcaster then became a salesperson, but I've always had it, your talent in front of a microphone.

[00:18:40] I got a great voice, but how everything else works? I haven't a clue. I go. I'm just the talent. I'm just the talent. Maybe the guy that does this. And so I had no idea how to do it. And finally Jeremy, the, the owner of the company, we have a, a guy named Stephen as well, [00:19:00] who does know how to do things. And Jeremy said, Bryan, just record it.

[00:19:04] Just, just record it, ship it to us. And we're fine. And as soon as he said that, I'm like, oh, well, I can do that. That's the easy part, rely on people. That's the key. I, I need you to just pause right here, because you're talking about a concept. If you're familiar with Dan Sullivan, the strategic coach. Yes, sir.

[00:19:23] Dan's been my strategic coach for 25 years. Hats off to a man who has made an enormous impact on my life. And his most recent book is called. Who Not How? Hmm. Yeah. And so what happens in life for people, for entrepreneurs, especially for entrepreneurs. And I'm sure it did for you as you go. I got this great idea.

[00:19:46] God, I don't know how to do it. And the next thought is, well, I got to do it. I got to figure out the microphone, the marketing, I, I need to do all the hows. [00:20:00] So a lot of people. Don't go anywhere because they're not capable of doing all the hows. Yep. So Dan's who not, how is there is a who on the planet today that can solve your, how, whatever business you want to start with ever idea.

[00:20:20] You want my show Yield to Dreams? I have more, who's working for me now in this enterprise. Then I do in my financial business of 41 years. Cause I'm who happy. I just for who's now then could solve my how. Yeah. Yeah. And that's the first thing, you know, that

[00:20:45] you think about the movie? True grit, right? Yeah, probably most of our listeners, if they're not old enough, don't remember. Well, there's two of them, there was the John Wayne version, and then there was the new one and the John Wayne is mine. That's right.

[00:21:00] What, what does he say? Something willcock. I got no arm with you, you know?

[00:21:06] And he puts the rain in his mouth. He's got the two guns and he goes awry. Yes, sir. Yes, sir. That is true grit. True grit. John Wayne was the demonstration of it. So, so you have this idea. You don't know how to do it. The boss says, just record it. Or, you know, I've got somebody that can do it. What happens next?

[00:21:28] Well, so the other thing the boss said was, you know, how are you going to get this done while you're still out selling and generating revenue and, and doing the things as a salesperson? And I said, well, I'm going to do the best I can because I, but I know what comes first. I said, I know that the job comes first.

[00:21:43] And he said, no, hold on a sec, are you committing to this? And I said, yes, sir. But I also know what butters my bread. And so if I can't get to it, I just promise you, sir, I call him, sir, he's my best friend, but I'm, I'm going to get the work done. [00:22:00] He said, no, if you're committing to this, let's do it. You have my full support to get this done.

[00:22:06] If you don't do it halfway, don't don't skip it. Well, sometimes they get busy. You said, no, you do it. What's that? What did that do to your mindset? Completely flipped. It, it completely gave me the green light to go full steam ahead. And I just knew, I said, okay, I can handle this. You know, I was on a run this morning.

[00:22:25] Charlie, I was actually listening, listening to one of your podcasts with with Lulu. I was listening while I was running and, and it was, it was the fastest run. I went six miles. It's the fastest I've ever done it. So I give you all the credit for that. The reason I'm telling you that the reason I'm telling you that is that.

[00:22:41] And now I forget why I tell them why I was telling you that, oh, I know what it was. I was, he was talking about limits. He was talking about what you can accomplish. And as I was running, I was running faster than ever. And he was talking about what you can accomplish. And I'm like, you know, you don't even know what your limits are.

[00:22:56] We haven't even hit our limits. The day you die is when you know what you can't do. [00:23:00] And, and so to go back to your question, I thought I was at my max. When I work, I work hard, Charlie, I don't, you know, I, I earned my money and. But there was still space. There's always space to do something you're passionate about and something that you love.

[00:23:14] And as long as you have support and the willingness to go get it, just go get it. And, and that's what it did to my mindset was that it said you don't have a limit, go find

some time and go do it. Yeah. The day, I don't know if it was my wife or my CFO or somebody said to me, I don't, or maybe I think it was Marie

[00:23:32] I don't know how you do everything you do. Yeah. And I look at her and she just looks at me and goes, and there's more isn't there. I said, I'm security, job security. You said, it's just divine intervention. I just wake up and the brain goes, oh, what else? Oh, how about, what can we, how yeah. You know, [00:24:00] that's the fun of it, you know?

[00:24:03] On the one hand, this notion of grit, it sounds like, oh my God. Right. And it is tough. I like to say it's the hard that makes it great. You know, if it's just given to you, oh, I'm not being political. But take note if it's just given to you, you don't care. That's right. You didn't work for it. It's not yours.

[00:24:31] But when you work at something with no guarantee of success and then it's successful, bam, and nothing has a guarantee of success. We wake up in the morning, we swing our feet out of bed. We put them on the floor and we go, and we have every opportunity, in fact, more opportunities to fail than we do to succeed if we're doing it.

[00:24:54] Right. And, and I will tell you that the idea of grit. If you think about it again, the word [00:25:00] grit. When you, when the grit is the stuff you throw onto the wheels, when you're stuck. Well, if you didn't care about that vehicle, you would just get out and walk to wherever you're going. Leave the vehicle behind.

[00:25:10] It doesn't matter. An entrepreneur who has his dream or, or a worker working be like me or a family, man, whatever you're trying to accomplish, it's gotta be worth enough. That when one hurdle comes in your way or one door gets shut, you don't just go, oh, okay. Didn't work. I'll try something else. No, if you, if you, I mean maybe, maybe you realize it was a dumb idea.

[00:25:33] That's okay too, but you've got, if it's something worth fighting for, if it's something worth your passion and worth waking up for, then go get it and get unstuck, know that it's going to be hard and throw that grid under there and realize you're not alone. Realize every single other successful person you're looking at has been stuck too.

[00:25:52] And they made you just got to try a little harder is all just for that little moment. How about if every [00:26:00] no means you're closer to a yes. How about if every failure means you're closer to the discovery? The breakthrough moment? How about if failure is God's way of telling you you're on the right track?

[00:26:16] Yeah. And how many people, when they fail, once they go see, I told you I couldn't do it. Yeah. See, I tried. Isn't that cool. Pat myself on the back. I gave it a good old shot. I tried, I got to be in that class. Well, I did. Okay. Yeah. The I, the, the old adage of, failure's not an option. I know that's true. I know what they mean by that.

[00:26:39] I know what the spirit of that is, but I will argue until I am done that failure is not just not the option. It's the goal. Failure is the goal. If you're not failing, you're not trying hard enough or it's not hard enough. And you've got to figure out if you don't know. Well, we were talking about history before.



[00:26:56] If you don't know what doesn't work, how do you know when you've [00:27:00] accomplished something? You've got to figure out what doesn't work so that you can know. What does, you know, another thing Dan taught me is most entrepreneurs measure forward and they don't measure back. And he has this concept called the gap.

[00:27:16] So what happens for entrepreneurs is they achieve a goal and they get to that goal. And what happens, they look out and they go new horizon. I didn't, I, you know, they don't celebrate the success because they go, well, I gotta get to here as opposed to turning around and going, wow, look where I just came from and how far I traveled.

[00:27:43] Yeah. And what I produced measuring back to the present gives you the juice to then set a new goalpost. Yeah. So many people fail to, especially entrepreneurs [00:28:00] appreciate where they came from. So I want to get more specific with you. Bam COVID comes last, March business dries up. You're a sales and marketing person.

[00:28:13] Yes, sir. You're paid on your productivity and sales and suddenly you're looking at your wife and daughter and saying. We're probably going to be going to Applebee's from now on and not Capitol grill. So you launched the podcast when. 54 weeks ago. So what does that mid early may late April, 2020, 28, eight weeks in the middle of COVID you launch the podcast and you start reaching out and you've done one every week, which I think is so amazing.

[00:28:50] 52 weeks, right? Yes, sir. Full year, total commitment. Grit. How many times did you wake up a week [00:29:00] ago? Oh, my God. I'm done with this. Oh my God. If I have to find another person. Oh my God. Oh my God. And so, so great question. I'll answer in a way you might not expect never for that first year. Not once, not once.

[00:29:18] Do you know Seth Godin? You know, if you've heard of Seth Godin, so Seth Godin says, Seth Godin says when you create art, And you create something that you care about and you're passionate about, then you've done the work. If no one sees it, then it's just, you're just messing around. If one person sees it, it's art, you got to ship it.

[00:29:37] So someone will see it. Now if a hundred people see it or a hundred thousand people see it, it doesn't change the work that you did. In other words, the work that you did that one person saw is no more or less valuable than the work that you did. That a hundred thousand people saw. And so the, the way that I told myself as, and I still don't know Charlie, I have no idea how many people are listening to my show.

[00:30:00] [00:29:59] I've not, I haven't looked at one analytic and I don't care the bosses do, and they keep telling me to keep doing it. And so it's working, but I don't care. I do it. I love it. I make sure it's a good show and I ship it now. That was during the 52 weeks, I spent a couple of weeks bragging about myself on LinkedIn.

[00:30:18] Look what I did, look what we did. Look how thank you to everybody. Right? We made it a year. We made it a year, made it a year and just like a marathon runner. I hit 26.2 and I went,

[00:30:33] and then I stopped. I hit my little, my little made up goal. And I went, okay, I don't think I want to do this again. And all of a sudden, the 55th show became at risk. It was like, okay, who's going to do it because I, I let my, I let down, I let my guard off. You're talking about the entrepreneur that, that hits his goal.

[00:30:59] An [00:31:00] unsuccessful entrepreneur will hit his goal and say, look at me. And then go, okay. And the success will entrepreneur never hit his goal. He never got there. He never quit. He never saw himself as successful and he kept on charging ahead. And so I'm back into the range now, but for that little bit of time, there was this moment where I said, okay hi, I don't know.

[00:31:22] And I just, I kinda lost focus and vision, and I think, I think goals can do that to you. If you don't have a, a vision, if you have a goal to lose 10 pounds, and as soon as you lose 10 pounds, you go out and eat a dairy queen ice cream cake. What good was, was the goal. You have to have a longer term vision than just that goal.

[00:31:40] So I never minded it during the year, but it hit me hard when the, when the goal got hit. It's interesting. You and I are kindred spirits in the way we do our podcasts because I I'd be lying. If I say I don't look at the analytics, but. I didn't do it for the analytics. It's not for that. I didn't do it [00:32:00] for sales and marketing and the expression that I use.

[00:32:05] And as part of the show, Yield to Dreams is imagine living your life and a world of wonderment, joy, laughter, and play and discovery for discovery sake. I tell this to my employees all the time, every day, when you come to work. There's the work that has to get done. And there's the service that we want to provide.

[00:32:28] There's the value added. There's the experience. But I also want you to discover something today, just for the sake of discovery in wonderment, joy laughter in play about it, just this whole shift for me, the podcast. I mean this conversation with you, it's just all about wonderment, joy laughter playing discovery for discovery sake.

[00:32:49] Like what's there to discover and. I just imagine if everybody woke up living their life [00:33:00] that way, first of all, we'd all be way more gracious to each other because without anybody else you can't discover anything without you. I can't discover anything and vice versa. That's right. I don't know. And, and you and I woke up this morning, so we're going to do these pockets.

[00:33:16] Gee, I wonder what I wonder what I'm going to learn. Yeah. Right. That's the outcome. I want to promote you. You want to promote me? We want to share with the world what we're up to in the value that it is and encourage people to expand as well. But yeah, right on brother, I think that that's it. And you know what your metrics are.

[00:33:39] Good. My metrics are good. Okay. Next, thank you. Check the box. Yeah. What am I going to learn? You know, that's the whole point of the field behind me. Ray, Consella heard a voice in the field and then he Moes down his crop. His only source of income is livelihood to build a field because shoeless Joe is going [00:34:00] to come.

[00:34:01] And he says to his wife, I've never done anything crazy in my life. And if I don't, I think I'll die. Yeah. I love Amy Madigan anyways, who plays his wife and she just says, honey, I'm with you. Go for it. Yeah, yeah. Yeah. I remember when I, when I left the radio career and again, I, I went to school for radio.

[00:34:25] I wanted to be a radio guy. I got into marketing with the radio. I mean, I bled radio and, and when it changed something inside. Changed it wasn't there anymore. And I had to find something else and it's scary. It's scary to give up something stable and something comfortable and something that you feel like you deserve or earned or work for.

[00:34:48] And it's scary to take a step almost a step down so that you can like breathe, you know, but if you don't, you, you can't breathe and you ha and once you realize that you've, [00:35:00] you've got a dream that's worth going after it's going to get hard. Yeah. As long as you know, it's going to get hard. As long as I know, when I go to the gym, my abs are going to hurt.

[00:35:11] Then I can handle it. If, if no one told me that it was going to take that to get abs, which I don't have, then I'd might be sorry. But if, if you know, it's going to hurt and you've got a sack full of grit that you can throw into the tires, there's nothing that can stop you. You just gotta be able to get going.

[00:35:26] And, and, and you talk about people believing you. And I, I think it's so important that when you're throwing grit under the tires that someone believes in you as well, So 52 weeks just share with us. What was the grittiest story you discovered or heard or learned? I cried a little bit when I interviewed Lynn child, who is the owner of central, which is an it large it company.

[00:35:56] And she talked about the loss of her husband during the building [00:36:00] of her company. And she actually scheduled the recording date of our show on the anniversary of their marriage. Wow because she wanted to pay tribute to him. So that takes a lot of grit. I, one of my favorite shows was with Mike Jones, who was a Saint as a sales trainer, who gave up everything that he had in New York City where he was building his family to live a dream of entrepreneurial ownership, and mortgaged it all.

[00:36:28] And then it started failing and he had to tell his wife that everything that they had mortgaged, everything that they'd done, they were going under. And he said, this is what I've got to do to fix it. And so we would, I would ask them, what, what did that go? Like, what did she do? And he said, she loved me.

[00:36:44] And you know, those kinds of, those kinds of stories. Like if anyone's hearing that right now, they know someone or they are someone. More than likely are someone who has been through the exact same thing. And I think that's the key of the story of [00:37:00] the show is that we're not alone. So there's those there's corporate type stuff where, you know, trying to handle takeovers and there's culture stories in your business where you hire the wrong person and the wrong person almost takes you down.

[00:37:14] There's stories that you started a business and someone else came in and kind of stole it out from underneath you and pushed you out. There's like, Any number of things

that can go wrong will go wrong in your life. And as long as you know that, and you're prepared to fight through those hurdles, you'll get through them.

[00:37:31] You just, you just gotta, you just gotta fight a little bit sometimes. So it's the hard that makes it great. Yes, sir. Absolutely. Absolutely. So we're coming up on the well, it's not the hour. The forties, but how can people get in touch? How do they learn about you and your podcast, where we go. Yeah. So the podcast they tell me is on a DashofGrit.com dash of grit.com.

[00:37:58] Our w our company is Spire [00:38:00] advertising. And so you can find us at spiread.com. I'm on LinkedIn all over the place, trying to talk about motivational inspirational things. And so you can find me there. But we, you can find Dash a Grit. So it was so cool. Charlie, when I launched Dash of Grit and came home and told my kids, Hey guys, Lunch or Google search your dad on Spotify or search for your dad on Spotify.

[00:38:23] And I was on Spotify. Like that's a cool thing, man. It was on Spotify and iTunes and all that stuff. Yeah. Yeah. You're cool for a moment, but don't get carried away. Don't get there for that's what kids are for. Absolutely. The cool thing about having a podcast what's that? No, I was telling everybody to go to a Dash of Grit podcast to hear.

[00:38:45] Ryan's stories and Bryan's podcast appreciate it so much. It's just amazing. And to have the grit that you have to just, I know people would say, well, wow, he's naturally was a [00:39:00] broadcaster. This is so natural. But I think the key that you hit on was, I didn't know how to do that. Who's to make this happen.

[00:39:09] But as soon as you said, I have this idea, your friend, your employer, your boss. Stood right. And got committed to you. And then, you know, stayed committed with you and having that kind of support is so critical, whether it's from a spouse, significant other, a boss, even a child to inspire you. Yep. I am blessed.

[00:39:33] Thank you for what you're doing. Thank you for keeping grit alive and bringing the conversation to life and sharing it with everybody. I really appreciate it. Thank you. Thanks everybody for listening. Charlie Epstein here. If you liked this podcast, please give us a good five star rating, even though we're not interested in statistics, it's always nice to hear from people.

[00:39:58] And if you'd like to reach out and learn more about [00:40:00] the Yield of Dreams podcast, Yield of Dreams, podcast, or upcoming show Yield of Dreams, you can reach out to me directly at cdepstein@the401kcoach.com. Well, give me a call (413) 478-8580. Let's have a conversation for discovery for discovery sake and see what it's going to take for you to have the grit.

[00:40:22] To accomplish your biggest dreams going forward. I'm Charlie Epstein. You're listening to Yield to Dreams podcast. Thanks everybody. Peace out.

[00:40:33] I want to thank you for listening to my podcast, Yield of Dreams and learning how you can create paychecks for life to ease your pain and suffering about your money. Begin to pursue all of your passions, dreams, and aspirations. You're listening to Petro Martinez, jazz

music. Amazing sound. Be sure to look him up as well, and be sure to click the subscribe button below so you can be notified when new episodes become available and [00:41:00] you can reach me directly at CD as in David Epstein.

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