

## Ep #74: Interview with Tony Rubleski



### **Full Episode Transcript**

**With Your Hosts**

**Dr. David Phelps and Evan Harris**

**[Dentist Freedom Blueprint](http://www.DentistFreedomBlueprint.com) with Dr. David Phelps and Evan Harris**

## **Ep #74: Interview with Tony Rubleski**

You are listening to the *Dentist Freedom Blueprint* podcast, with David Phelps and Evan Harris. Navigating you through the uncharted waters of a turbulent economy with straight-forward advice to transform your practice into a self-sufficient cash machine, compound your net worth assets, and multiply, multiply, multiply your passive cash flow streams.

David: Good day, everyone. This is Dr. David Phelps, CEO and founder of the Freedom Founders mastermind community and today your host on the *Dentist Freedom Blueprint* podcast. This is going to be a fun call today because I've got someone who's become a really good friend, someone who you're really going to enjoy today because of what he really brings to our discussions.

This is a person that you're going to love because he is truly an entrepreneur, in the sense of that means a person who has gone through a lot of evolutions. He's never been stagnant in all of his life. I'll tell you, he's not stagnant at all today. He's always on the move. The entrepreneurial spirit, to me, is one where somebody starts a place in life, a career, getting out of school with some skillsets and education, and they don't get locked down to one thing.

So without further ado, let me bring him on, today's expert interview guest, Mr. Tony Rubleski. Tony, how are you doing, sir?

Tony: Excellent. Good to hear your voice and see you again, sir.

David: Good to see you too. Tony, bring people up to date as to who you are and what you're doing today, but I want people to understand a little bit about your evolution, your trip from where you started. You started back in telecom sales back prior to the millennia, right? Pre-2000. You did that for about nine years.

## **Ep #74: Interview with Tony Rubleski**

Tony: That is correct. It was arguably one of the tougher industries because everyone wanted what I needed but no one wanted to talk about it. I very fortunately learned in my early 20s that getting good at marketing was really the path, David.

Many of our mutual friends and mentors, the Dan Kennedys, the Tom Hopkins, Jim Palmers, folks like James Malinchak that are very active. Studying their type of work and how they marketed, helped me out because I got good at getting decision makers to want to talk about something they didn't want to talk about. So thank goodness for direct marketing.

David: No kidding. Well you know the discussion today then really fits well because we're talking to probably a lot of professional practice owners. A good number of those will be dentists. You know, nobody really wants what dentists offer either. How do you sell a root canal, Tony? ... It's the same thing. We have these skillsets, we can certainly help a lot of people, but how do we get that message to them? I'm jumping forward now a little bit because isn't that the essence of what Mind Capture is about?

Tony: Yeah, really a definition—and it's been my platform and message for over a decade now, David—is how do you stand out and get attention in a world that's crowded with too many choices and not enough time? Since I've penned the original book over, gosh, 11, 12 years ago now, that message has really resonated stronger because of look what's happened with the internet, social media.

Now we are hit with an average of 3,000 to 4,000 messages per day in North America in many metro markets. On top of that, social media, cell phone technology, we always have these phones on us. I'm

## **Ep #74: Interview with Tony Rubleski**

holding up my phone right now in my office and we can't escape this instant-access world. So the battle for attention or mind capture I believe is the central battle that we're all going to have to face.

I feel honored that folks like Dan Kennedy, the Brian Tracys, the David Phelps, I mean, you're a very good marketer, David, you see it. It's really not that it's so difficult, it's sometimes the obvious. We forget that if we can't get attention or capture people right away, then the best dental practice, the best root canal package, the best polishing service, the best dental procedure goes nowhere.

Now someone who understands David's philosophy, what you do, David, with Freedom Founders and they're good marketers, they get Mind Capture because they understand that marketing and getting attention is the primary goal. Then those other skillsets and services are delivered. But at the point of engagement, if you can't get attention amongst 50 other dental practices in a city, then you've lost the battle right out of the gate.

David: You're just another commodity, right?

Tony: Right, and you have a tough challenge. A dental practice, a lot of people don't want to see until their teeth are falling out or they deny it. It's kind of like the life insurance salesman as Zig Ziglar used to say, no one wants to buy life insurance until they see the hearse pulling up to their neighbor's next door garage.

So dental practice, I've seen really a step up of not only professionalism but good marketing. You're spearheading the charge. I know some other DEOs throughout the country I've done some speaking for but you're seeing a really high level of expertise and education going on that

**[Dentist Freedom Blueprint](#) with Dr. David Phelps and Evan Harris**

## **Ep #74: Interview with Tony Rubleski**

people go, “Okay, I shouldn’t be afraid. I need this and I will pay for value.” So I love what you’re doing.

David: Tony, how did you morph from telecom sales to the Mind Capture platform, which we’ll talk a little bit more about, all that you’re doing today with that. But again, I think it’s always interesting to hear from people like yourself, how that evolved. And along that pathway, was it a straight shot or did you have to veer left, veer right, double back sometimes before you actually got to where you are?

Tony: You know me somewhat better than others, David, because we’ve known each other for a few years. It was definitely not a straight shot. My faith journey, I’m not afraid to say that, literally by the grace of God, he had some strings pulling that I couldn’t see and my ego and my pride got in the way a few times.

I left telecom because I was bored. I left right after 9/11 occurred. About a week later, I put my two weeks’ notice in and my boss said, “You’re crazy. You’re not leaving. We’ll give you company stock. We’ll double your pay.” I said, “I’m bored.” So I went and did something easier. I got a job selling advertising.

[Laughter]

David: Right.

Tony: You talk about going from selling a service, and I was making great income and had all the perks, to now asking for money during a recession post 9/11. It was a wakeup call. So that was a three-year journey where I was selling outdoor advertising, nontraditional, and that’s where Dan Kennedy and I started to reconnect again. He took an interest to how I was bringing direct response into a very typical hostile environment of branding.

## **Ep #74: Interview with Tony Rubleski**

So first book released near the end of my three-years in the advertising world. Then in 2005, I started Mind Capture Group. So you know, you look at some of the zigs and the zags but learn each progression, working in advertising and telecom, I believe those industries you can sell just about anything. You have to be good because you're asking for money.

And in telecom, you again are dealing with such a hated, negative service that getting appointments was the hardest job. Once I got an appointment, my close ratios were high because like man, if you can get in front of me, that's pretty compelling because who wants to talk about their phone service?

David: Right.

Tony: So those services of advertising and telecom served me well. I didn't really want to write a book, David. I will tell your audience this around the globe on this podcast and some of the folks in the Mind Capture nation that hear this as well. People kept prodding me. "You need to write a book. You need to write a book. You're good at marketing. You've got good energy. You're a good trainer."

I finally said, "All right, I'll write a book." Then three or four people held me accountable. So then I went oh no. They're like, "When is your book coming out? How are you doing?" I felt almost forced to do it because I'd let people down if I didn't. So the book came out early 2004. Dan Kennedy wrote the forward, which again, was another blessing. I didn't know any better. I was 30 years old. I thought I had some good ideas and knew how to sell and market.

## **Ep #74: Interview with Tony Rubleski**

I was confident but yet I was green enough to not know what I was doing as a writer. So when Dan did the forward, Brian Tracy, some other big names endorsed it, it was a real paradigm shift. It was like wait a minute my heroes are now thinking I'm a peer. How do you deal with this when you really didn't set out to write books by design but more on a dare? So that's kind how we unfold into that and then we went fulltime like I mentioned, early 2005.

David: So how important was getting the book done just from the standpoint of creating a foundation for Mind Capture and then how much did that do for you to launch Mind Capture to the next step, and version two, three, and four, which you just completed last year?

Tony: Well, it was very essential. I think what happened is all these doors opened up. Again, I always say that opportunity doesn't always arrive on schedule. Let me repeat that for your audience: Opportunity does not always arrive on schedule. Our veteran entrepreneurs listening get it.

We're constantly bombarded with choices and opportunity and opportunity costs that we have to weigh. But I looked and said, all right, we put this book out, it sold a few thousand copies. Then I was getting interview questions from all over the world. Then Dan interviewed me. I didn't know any better but I knew that it was opening doors.

Then I also knew if I wanted to go fulltime I'd have to keep writing, producing good content, working with clients in the field, not just writing about things I had done. Then speaking and teaching. I look at myself more the last few years, David, since we first met as doing more teaching now. The keynotes are great. I mean when we get



## **Ep #74: Interview with Tony Rubleski**

together with your folks in Dallas, we'll do a combination of both.

It's just that to me I'm curious about how do we persuade? How do we sell effectively? How do we market? How do we have a great customer service? How do we treat people? How do we lead? When you fuse those together over a period of 15, 20 years and several books later, and combine it with clients that I'm working with in the field to see what they're doing, it's to me a fascinating journey.

That teaching component, I'm working on book five. I mean, book four which we're going to share in Dallas with your team and your folks just got picked up by New York so we're going to relaunch that next year. Dan Kennedy is going to be in and some other folks. We'll take that book number one and at the same time book five is about half way done and it's on customer service. So go figure. The range of the first two books on marketing, *Mind Capture*, nuts and bolts. Third book was on mindset. I think you've got a copy of that.

David: Yes.

Tony: That came out 6, 7 years ago, kind of under the cover of ... middle of a divorce. That's the forgotten *Mind Capture* book. New York is now interested to look back at book three and say, look, maybe we're going to reissue that and revise that because that's a good book but it just fell through the cracks.

David: Right.

Tony: So book four, that we'll talk a little bit about maybe today and also in Dallas, is about trailblazers, leadership. Some



## **Ep #74: Interview with Tony Rubleski**

of you will go, “Wow, that’s a lot of range.” For me, they all tie together.

I’m doing all these interviews much like we’re doing with these trailblazers, and one of my coaches, Jim Palmer, who we both met through a little bit more was the impetus as I mention in the book to write the fourth book on leadership based on these interviews. So I have to thank many mentors, my creator, Jim Palmers, Dan, the David Phelps that believe in what I do because it’s not a solo journey.

David: No it’s not.

Tony: And you have to be confident when you're teaching in front of 1,000 people. But you also have to have the humility to be listening for what the market wants and always be learning and staying hungry.

David: Very, very well said. So, Tony, through Mind Capture, who are the people, companies, clients, who do you serve? Is it entrepreneurs? Is it the corporations? Some of both? How does that work today?

Tony: The most practical answer is anyone that wants to pay for value and the credit card clears.

[Laughter]

But kidding aside, it’s really a wide range, David. Now there’s certain industries that I love to work in. I love entrepreneurs. So typically, if I’m doing a keynote it’s like a Landscape Association of Washington that might have 100 landscapers in the room, or maybe it’s the Michigan Realtors Association. Typically, folks that are self-employed that have to create a paycheck that are very entrepreneurial focused. What’s happened, and I’ll reveal a little bit of the secret sauce here, is the fourth book on

## **Ep #74: Interview with Tony Rubleski**

leadership, trailblazers, has opened up the corporate America market much larger.

I had a sense doing my homework it would do it but when you have some of the names and the people I was blessed to interview in there, by default, people take you more seriously. So it's not that you name drop shamelessly, you leverage the associations you have. There's a big point. You leverage the associations you have instead of just being shamelessly name dropping.

So again, in the area of short attention spans and not enough time to do research, you have to lead with your strongest benefit. Corporate America has responded pretty well to the message and I'm not a typical corporate convention speaker per se. I'm kind of an entrepreneurial heart kind of a firebrand that they let me get away with what I say on stage.

Not to offend, but it's really empowering a lot of corporate America folks that are maybe mid-managers, VPs, to a brand new hire to get entrepreneurial. That you're going to have to be an intrapreneur within the inside of a large company like RE/MAX. I do a lot of work with RE/MAX, which is very public. They're entrepreneurial. When I work with their corporate team, that brings an element where they're saying, "Hey, we need to be more entrepreneurial at the corporate level even though we work on the inside."

So I see entrepreneurs as my core audience that will never go away and corporate America will become even bigger and bigger with the new book, the new message, and the referrals that I'm getting.

David: Good. Tony, how did you go about choosing the trailblazers that you interviewed for the fourth book?

## **Ep #74: Interview with Tony Rubleski**

Tony: I see the book you're holding up, thank you.

David: I've got it, it's a great book.

Tony: We're doing the live version here, the podcast and the Skype, so we get to see each other today. So north Idaho says hello Texas.

The selection was not easy. I'm looking at the picture on our Skype call, David, of your library. You look at all those great books you have behind me. If I turn my computer, you'd see my library to the left. I had about 100 taped interviews. I remember talking to Jim Palmer, our mutual buddy, a great guy, coach, master entrepreneur.

In the course of a coaching call, he said, "Look, you've got all these golden interviews. Why don't you turn that into possibly your next book or something you can share and teach from?" You know, when a teacher speaks, a wise student says, "Don't question, do." So we implemented the idea.

I mention Jim in the book because I'm a big believer that you give credit and if you're quoting people and they're alive or dead, you try to give them credit. So Jim I have thank again, Palmer, was the impetus. Now, selecting those 11 trailblazers was tough, David. Every interview I've done, I respect people's time. I do my homework. They're sharp. But you've got to narrow it down into a book.

So the ones we have in there, when we rerelease—Dan Kennedy, I was fortunate to interview him recently, he's going to go in the revised version of that book you hold. And I'll look at one or two more trailblazers to add into the mix. But I wanted an eclectic set.

## **Ep #74: Interview with Tony Rubleski**

So for your audience that's listening globally and those that I'll meet in Dallas at your event, I didn't go with just the business traditions. I have a few in there. We've got Brian Tracy, Jay Abraham, Dan Kennedy, who will be in the upcoming edition of the book next year. But I went with folks like Wm. Paul Young who wrote a book on God called *The Shack*. Ironically, David, I'll break this to your audience, when we rerelease the book next March of '17 that same month *The Shack* releases as a major motion picture globally.

So there's some odd—I call them God winks occurring—where these trailblazers are going to be hitting national and international levels when the book launches. So as a marketer, I'm excited, very excited. We can piggyback and tie into the major motion picture finally coming out but that's not a safe choice for a business book. So when I'm talking to a corporate group about faith and some of these trailblazers where I go to the other side, John Stossel from Fox Television.

Stossel, for anyone over 40 they probably know him from *20/20*. He has an audience of ten million viewers per week on Fox with *Stossel*, his show. So to get those types of folks, candidly, I pinch myself, David. I'm on the phone interviewing him, I'm like, wow. They're giving me their time. I do my homework. I've earned the right to get their time, to capture them. But it has to be a good interview.

These folks have done thousands of them. They don't have to do interviews anymore frankly. So when I get them on, I want it to be memorable. I want it to be valuable, and I want to pull out nuggets and gems that most interviewers will not ask them. Not to be difficult. So I can go back and teach, disseminate, and share the wisdom—not so much of why they're at the top.

## **Ep #74: Interview with Tony Rubleski**

When you interview a Dave Liniger, the founder of RE/MAX, the guy is worth probably hundreds of millions of dollars, okay? He's done it all. He's got the homes, the cars, the cash, the experiences. I want to know when he wanted to quit. When RE/MAX almost failed. When the FTC wanted to shut him down. When he was under attack by the federal government, the realtor boards, how did he respond?

When he was locked up at a realtor meeting and handcuffed and escorted out of a Colorado Real Estate Association meeting, how did he fight the embarrassment when he had no money and the creditors were calling? Those are the things I like to pull out. Not to be negative but I want to know what happened before you arrived on Oprah. Before you were a household name. Before you went public like RE/MAX has just done.

I want to know those things for the entrepreneur or those in the audience out there that are thinking of quitting, David. They think that society is up against them. That they can't achieve it. The government is after them. I say bullcrap. You can do it. You've got to reprogram as Zig Ziglar would say, "The checkup from the neck up." So I do it in a unique way with storytelling, pulling out great nuggets. You've read the book. And finding good quotables because you've got to serve multiple audiences.

The book that you held up, it's got a lot of the different things going on. There's a shortened version of interviews. There's quotables, there's key takeaways, and there's a little bit of an intro and an exit about how do find out more about the trailblazer. It's so people can dive in and out of that and digest the content in a snackable format. That's the way the book was laid out that way.

## **Ep #74: Interview with Tony Rubleski**

It'll be interesting to see how New York revamps it. We're going to go new cover, a few new trailblazers, but that whole mission is with these interviews is that someone goes, "Wow. I never would have thought that John Stossel who's on Fox Television, was on *20/20* with Barbara Walters, Hugh Downs, has a huge stuttering problem. That at any point live, he could have freaked out in front of 40 million people in the 80s and just lost his career." But he moved through the fear. That to me is a trailblazer.

So I like this eclectic mix. We can learn from lots of people and as you know, I identified seven characteristics from these interviews that these trailblazers possess that we all have, David. They're no different. You and I, we look at our stories, we've had our setbacks. You and I have talked many times over the years at events, we've done phone calls, we've witnessed to each other and say, hey, how do we build each other up and share ideas and knowledge?

So we're all in this game to share that humanity and learn from not only the highs but what about the lows that take most people out? Let's get a few people back to decide and say, "I'm not going to quit because I heard David." Or, "David Phelps taught me this," or, "I'm listening to an interviewer," maybe it's something that I teach or I get them inspired or they pick up one of your books, David, or one of mine. We get them back in the game.

We don't know the ripple effect but they may stay in the game and influence thousands of others. That's the beauty of what we do as teachers. How's that?

David: That was awesome and so, so true because life is not to be lived solo and I think too many people who are

## **Ep #74: Interview with Tony Rubleski**

successful maybe early in life or maybe they have a high work ethic and they work through and they get good enough grades and get through the degrees, get the license to do something, then all of a sudden life turns its nasty head on them, right? Whether it's within their control or not.

That's what I love about these stories because there's nobody who had that straight shot. Everybody comes from a place of adversity, a place of—we'll talk a little bit about short-term rejection and failure, you alluded to it a little bit but have you met anybody who's been successful in life that didn't go through adverse times and today will openly talk about it?

Tony:

That's the thing. My answer would be no. All these trailblazers had sometimes years of intense rejection. And our own personal stories, I reveal a little bit in the beginning of the book. I'll talk more about this when we're live with your folks in August, okay, is that it's not about woe is me or woe is David or anyone listening globally. We all had that story.

The shared humanity point comes is where you learn from it and you witness to someone else via a book, a one-on-one conversation at Starbucks, or if you're teaching a seminar, or you're leading a keynote for a conference, is they realize that wow, okay, how did you bounce back? How did you pivot off of that adversity?

I think one of the bigger ones that shocked me in the book amongst many was really Dave Liniger again from RE/MAX. Essentially he lost a marriage in the 70s over starting RE/MAX. Then he thought he made it out, him and Gail, the cofounder, his wife, still, kept RE/MAX going. They thought, okay, if I'm going to expand this with



## **Ep #74: Interview with Tony Rubleski**

all this regulatory fire from the industry looking at us as a demon, I'm going to have to go on the road.

I remember interviewing him recently, a month ago live, he said, "I told Gail, look, if we're going to build and recruit, I have to go on the road again. You've got to manage the house. You've got to manage all the bill collectors and all the creditors. I've got to hit the road." So he went through a series of ups and downs. When people think RE/MAX was easy, it was not. He would say it—it cost him his first marriage. There's mending of relationships with children.

I'm remarried, happily now, but I've got three teenagers. You met one of them a couple of weeks ago, we ran into each other. I'm working on rebuilding those relationships. So as an entrepreneur, it's sort of like as Les Brown would say, "The setback is the setup for the comeback."

David: Ah, yes.

Tony: Having been blessed to share the stage with Les a few times and taught with him, you know, they get it. They can teach from that voice of experience known as wisdom. All the shirts that I teach about adversity, I've worn them or I've been around people that have worn a bigger one. Liniger strikes me as one that just—you talk about tenacious persistence.

Dan Kennedy who's not in the book but will be in the forthcoming one is definitely another role model. There's not a day within a day that goes by I say something like, "Well Dan would teach me this," or "Dan would say that." That's not uncommon but again I was blessed that around 22, 23 years of age to meet Dan Kennedy and get around his stuff. Just listen to the man. His story has been racked with chaos and bankruptcies and adversity and divorces

## **Ep #74: Interview with Tony Rubleski**

and failed business partnerships. But they come through. Again, that's also the American spirit. We're allowed to knock down and get back up again.

David: Tony, what are some of the key characteristics? I think you come up and reveal seven key characteristics of these trailblazers. Do you have time to just—you've mentioned some already but you want to take a few more?

Tony: I'll list them off and then I'll hone in on a couple.

David: Okay.

Tony: The first one is you have to have intense curiosity. Two, you have to have persistence, which we've talked about. Three, you have to have vision. Four, I believe is lifelong learning. Five, problem solving, you get paid to solve problems. Six, focus on your strengths. The seventh one, David, is thick skin.

So some people might say, "Hey, that sounds some like *Think and Grow Rich*," yeah, there's a couple overlaps. Some of it sounds like maybe *Seven Habits*. Some of it sounds like common sense. You're absolutely right. So what I went through is inductive reasoning is what are the common threads in all these interviews, even the ones that weren't in the book because of space.

These trailblazers, if you made the archetype of what they would possess, these seven have to be there. We all possess these, David. So someone who's new listening, let's say in Calgary, Alberta, that's in your world, in planet David Phelps, and they go, "I'm 25, I'm new at this, I don't know what I'm doing." They probably have a few of these. Matter of fact, they might have some of them better than

## **Ep #74: Interview with Tony Rubleski**

you or I because they're fresh, they're green. They're willing to look at new ideas and keep learning.

You know, a couple that stick out that I believe are just nonnegotiables is the second one, which is persistence. You're going to hear a whole lot more nos than you will yeses. I'll share this with your audience, I probably convert about 30 percent of the referrals that I get. People will be like, "That's horrible. That's a low number." I'm picky. I qualify them. It may not be a good fit. It might be tempting to take the check but they're not a good fit or a good client. So I lose 7 out of 10 deals that are referred to me. So that shows me that I'm going to hear a lot more no or I'm going to disqualify to be persistent to keep moving towards the yes.

I think the other one that is one that is really number six, is focus on your strengths. Each of us have gifts from God, our creator, I believe in my faith journey that we sometimes in our world—let's say David you get an evaluation for a talk you give. You and I, human nature, we look at the glows, the high ones, then we go right to the worst ones. I still do this. I'm like, "Don't do that. You're not following your own teaching."

That one or two negative perceptions or critiques, I sometimes go, I'll look at it, but I've got to move on from it. But look where I did really, really well and say look, it's not an echo chamber but what are the things you're really good at? Keep getting stronger and stronger and stronger at it.

Example, in the book, one of the trailblazers, very short version of this story is Dan Bylsma, former head coach of the Pittsburgh Penguins. I likely tell this story live in Dallas, more in detail in Dallas. Won the Stanley Cup as a

## **Ep #74: Interview with Tony Rubleski**

rookie head coach in hockey in 2009, it's almost unheard of. Head coach comes in, they beat my Detroit Red Wings in seven games. He's on top of the world.

Four years later, he's unemployed. He takes a job with the Buffalo Sabres last year and he's back in the game for five years now as a head coach. But what Dan did in the interview when I interviewed him right after they won the Stanley Cup, this is a seven-year-old interview now but there's still current, relevant points of interest. He said, "Look, when I came in as head coach, I'm telling Sidney Crosby, arguably the best player of our time besides Wayne Gretzky or Gordie Howe, how to play hockey, how we're going to do it."

He goes, "I'm a rookie head coach telling the best player in the NHL, the face of the league, what to do." He goes, "That was intimidating." He said, "But here's how we changed our approach to win the Cup. We started playing on the offense. We went on the attack. We had the best scorers in the league and the old coach—not to discredit him—was playing defensive hockey. The players didn't like it. It wasn't our strength.

"We said we're going to buckle down so anytime you play Pittsburgh, you're going to know we're going to bring a lot of offensive at you and you're going to have to play good defense. We started to not intimidate, we started to show up with our strength and it intimidated other teams." So I don't know if he's heard that interview since, Dave, but I saw him last fall in October down in Florida when he was playing the Florida Panthers, he was coaching Buffalo.

I almost want to give him back—I gave him a copy of the book, the interview, and say "Dan, listen to your own advice back in 2009. Play to your strengths now with

## **Ep #74: Interview with Tony Rubleski**

Buffalo. You've got a young team. You've got one of the top draft picks in the world. Play with that energy and that youth and that speed." Not to tell him what to do, David, but to remind him when he won the Stanley Cup as a rookie coach, he focused on his strengths and the rest is history.

So those two really jump out of the seven. Again, when you fuse them together, we all possess these, I'm the optimist. You've seen my Facebook posts. I have a tough time going real pragmatic or negative. I can do it but it's seductive. I always want to say, "What do we learn from it that's positive?" Not that we ignore things. I went through a divorce. That teaches you pragmatism really quick.

David: Yes, it does.

Tony: But, I've also remarried recently as you know and I realized that you bounce back and we get what we focus on. So I look at it from the angle of these seven things are very positive and how you reframe a no win to okay, who else can you refer me to? I love to pivot off of, not to be pushy, to say well it's not a rejection of me, it's maybe the wrong timing or the wrong budget. But who do you know since it's not a fit and you gave me your time that might be a good fit for what I do?

I teach a lot of referral marketing. So it's a natural flow of who I am but I look and say not now but maybe down the road. Or maybe they know someone and I can be of value to them by them referring me because it wasn't a fit for us at this time. Same with these interviews, David, a lot of these interviews, it was about timing.

Brian Tracy was the toughest. When I told Dan Kennedy that in the interview he laughed, he goes, "You're kidding me." I said, "Well I caught him at the wrong time." When I

## **Ep #74: Interview with Tony Rubleski**

got him a few years later, he had a book come out, he had a new publicist. I got an email, it was like opening a child's candy at Christmas, it was that easy. His publicist got back to me and says, "Yep, Brian is scheduling interviews, let's do it." But it's about timing and many of these traits that I outlined.

David: That was good. You got time to elucidate on one other thing that you talk about and that's option-based thinking?

Tony: Correct. For David Phelps, I will make more time. My next meeting is only like downstairs from my office, so it works out really well. So your question is my thoughts on option-based thinking, correct?

David: Right.

Tony: You have to have it. Maybe that could be the eighth trait of trailblazers. The option-based thinking is okay what happens if they say no here? What is our drop down position? What is option B? Option C? Option D?

I just met with a coaching client this morning here up in the Spokane, Washington area face to face. I said, "Kelly, as you're trying to approach this opportunity let's assume that they say no, what's your next option B, option C, option D?" He's a good entrepreneur, David. But I had to remind him that you have to have a fallback position to say if this doesn't happen or if it does happen, what's your next option looking forward of how you want to—.

Let's say he's trying to win a keynote convention in his industry. If he gets it, then I said, "Our next options will be how are you going to monetize to have a great program? You want to maybe build a coaching program. How do we get these leads into the coaching program? Then how do you put them into your own private event?" So there's

## **Ep #74: Interview with Tony Rubleski**

proactive options once something good happens. There's also a fallback if we don't get the answer we want to hear. So you have to have it.

It's also a great ... as Tony Robbins taught many of us around the world is if you hear a no, you'll start going, "Oh no, I'm bad." Or they don't like me. Okay, who do they know? Why did they not take the offer? Do I have another option that's maybe lower priced or a sample offer or a trial they can try that they can at least get a piece of me or what I do? It makes it a lot more fun.

David: Sure.

Tony: You have to make it a game because you're going to hear a lot of no. My whole quote, and I'll show this in Dallas, is a slide that says, "The thousands of nos in your career equal a few hundred yeses which equals your retirement." That's a little odd for people to get. Now a lot of your audience, they have a lot of repeat business, a lot of recurring. The beauty they have there is all that referral opportunity.

So you've got those core believers, those core people you've captured, how do you have a great service where not only do you have additional products and services you can market to them because they want it, but who else can they take you to? So your industry, a lot of our audience listening globally, David, for your crew, they have some inherent advantages that some other entrepreneurs don't.

David: Good stuff. Tony, I appreciate your time today. Mind Capture, is that where people want to go to find out more about you and to possibly get a copy of the book?



## **Ep #74: Interview with Tony Rubleski**

Tony: Well, thank you, you're welcome. Two ways to reach me. My main site is [mindcapturegroup.com](http://mindcapturegroup.com), again [mindcapturegroup.com](http://mindcapturegroup.com). Someone has been sitting on mind capture, squatting for a decade. So maybe I'll buy it someday.

Then if they want information and interest in the new book check out [mindcapturebook.com](http://mindcapturebook.com), again [mindcapturebook.com](http://mindcapturebook.com). We've got some cool promotions. You'll love this and I know your folks are used to hearing good offers. So here's my good offer: The book as it's available at that site, David, it's going to go out of print because essentially when the book rereleases, there will be a new version, a couple new trailblazers. So that to me, from a souvenir collectable standpoint, I autograph all the books.

David: I was going to say, I've got one of those right here.

Tony: Yeah, you've got a collectible there. Who knows, if Oprah calls and you put it on eBay it might be worth \$50. If not, \$3. But the point is, you can get the first edition of it. I'll sign it for whoever wants to. Please identify yourself that you're a friend of David Phelps or of Freedom Founders. I like to throw in bonuses in the mailings.

So when they order directly off the site, you can't find it on Amazon right now. We deliberately presold the book several thousands of copies to set it up to sell it to New York. So people who try to find that book on Amazon, they can't. We have a closed microsite.

So there's another advance tip that I've learned doing this for quite a while is if you control access and you shop it out for future opportunities, you have more leverage. So again, [mindcapturegroup.com](http://mindcapturegroup.com), a little more about me, I

## **Ep #74: Interview with Tony Rubleski**

have a really good blog, lots of great content I believe that's free. Then [mindcapturebook.com](http://mindcapturebook.com) for the book.

David: Excellent. Tony, we look so forward to having you in Dallas next month in August. That's going to be great. Our members and attendees are going to love it.

Tony: Well, thank you.

David: I hope other people will get a chance to engage with you as well because you've been a real benefit in my life as a friend, a mentor, someone I'm excited to see your next edition book coming out and see you next month in Dallas.

Tony: Well, thank you. You're welcome and tell Theresa thanks for her help. You've got a great team, David.

David: Thank you much. All right, take care. Talk to you soon.

Tony: Take care.

You've been listening to another episode of the *Dentist Freedom Blueprint* podcast with David Phelps and Evan Harris. The place to be to create your freedom lifestyle with more time off, security and peace of mind. Please subscribe, download the podcast, and share it with others who want to create real freedom in their lives and practices.