

**Ep #136: The Anatomy of a Warrior- Building a  
Platform Based on Connections and Strategic  
Thinking with Alexander Lanshe**



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Dave: One thing you don't want to do is take a risk at putting your money into something you don't know at the wrong time in the market. And I don't understand anything other than real estate, so I'll stay in real estate.

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Dr. David P: Well good day everyone, this is Dr. David Phelps of the Freedom Founders mastermind and the Dentist Freedom Blueprint Podcast. Got really what's going to be a fun interview today with someone who's become a good friend of mine, and really evolves and revolves around a lot of the circles of influence that I'm in, but he brings a special background. My guest today is Alexander Lanshe, who grew up in Greene, Ohio, just south of Akron, with his parents and six, yeah, count them, six younger siblings, which meant Alex had to be a leader at a young age, which he shows that today. His personal development started in martial arts when he was just five years old, after his parents enrolled him in karate lessons.

For over 20 years, Alex has trained with and then mentored by some of the most influential protectors and warriors in our country. He has been teaching people just like you about martial arts, personal protection, and self-defense for over a decade. In 2014, Alex started his own company, Alexander Lanshe, LLC, where he provides personal protection solutions to private individuals, groups, and companies. He's trained men and women

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from teacher's organizations, women's groups, university and college students, and military personnel in the US Navy, US Army Rangers, and other branches of the military. He is the Amazon published author of Warrior Attitude: 21 Ways to Think and Act Like a Warrior That Will Transform Your Outlook on Life.

He's the co-author of Rock Your Life: Encouraging Stories to Inspire and Motivate You to Rock Your Life, and he's interviewed more than 100, that's right, 100 professional protectors and top industry leaders from the military, police, and government agencies for his upcoming new book, Anatomy of a Warrior: The Seven Virtues of All Protectors Must Live By to Successfully Protect and Serve, including Lieutenant Colonel Dave Grossman, Gavin DeBecker, Massad Ayub, Ron McCarthy, Dr. Alexis Artwall, Captain Charlie Plum, Chuck Taylor, and Rory Miller. Alex is a national speaker, founder of [www.alexlanshe.com](http://www.alexlanshe.com), purveyor of the Your Warrior Voice blog.

He's a serial interviewer, modern weaponry innovator, prefers dogs over cats, loves to play sand volleyball with his family, has been classically trained in Japanese swordsmanship, and once shared the stage with a vomiting Rudy Rudiger, the man whose story inspired the blockbuster football film, Rudy. Please welcome my good friend Alexander Lanshe. Alex, how are you doing today, sir?

Alex Lanshe: I'm doing fantastic, Dave, and thank you so much for that introduction.

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Dr. David P: Well, you're at what age right now, Alex? I mean, I think you told me a few months ago when I saw you, but what's your current age?

Alex Lanshe: Current age is 27.

Dr. David P: All of 27 years old.

Alex Lanshe: Closer to 30 now, it's a little sad.

Dr. David P: Yeah, well no doubt in less than three decades, you have accomplished so, so much. I just have to stop and congratulate you, because-

Alex Lanshe: Thank you, I appreciate that.

Dr. David P: Yeah, well you know, because we've known each other for a number of years now, and you know that one of my passions in life is leadership. I help a specific demographic of a little bit older than you obviously, you know my generation, but I don't stop there, I want that to carry on down forward to the younger generations, your generation, because you know that this country is going to be led not by my generation, who's really the boomers, we're on the way out, okay, as it should be, and your generation is coming in. Of course I want to be a part of that, I want to be plugged in because I'm never quitting, I'm never going to quit 'til the day my body, my mind just ceases to function, I will always be in the game.

The best way to be plugged into the game is with other people who are leaders from all generations, I mean you learn from us, the good, the bad, and the ugly, right?

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Alex Lanshe: That's very true.

Dr. David P: That's what you've done. You've had great mentors in your life, you've interviewed all these people, you're around successful people who have given you the fast track and kept you on a straight path. We're always going to make mistakes or need course corrections, but they don't have to be so big and wide when you're around smart people. Again, my point to you is you've done what only a small minority of young people would do. I certainly didn't do this when I was your age, I mean I was just straightforward on a career path through all this higher education, and nothing wrong with that, but I had blinders on. Society put these blinders on me and said, "This is the track you go on."

You on the other hand, I think a lot of it has to do with your background, I got to meet your dad, awesome, because you know the people in our lives that help set that up, and that doesn't mean that if you don't have a great upbringing, you can't still be very very relevant and make your own way, but I think there's a piece there that you may bring about that helped you structure that. You're the eldest of six siblings, you know those kind of things, which made you a leader early on. I have to also tell our audience today that you came out to one of our Freedom Founders masterminds back in May, just a few months ago, and did a keynote with our elite group, and it was off the charts.

I mean, it was so good, you brought so much relevance to people that were three decades older than you, but you brought so many life lessons on what you've learned in a

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short period of time, I just can't let that go without saying. Here I am stealing the show from you, and that's not what a good interviewer does, so I am going to shut up now and say we're going to get back to Rudy Rudiger, what was the deal with the vomiting Rudy, what happened there?

Alex Lanshe: Well, so you know James Malincek, right?

Dr. David P: Yes.

Alex Lanshe: I was at one of his speaker events, and they had Rudy speaking there. He was talking about something ... Well before, let's back up real quick. He was, I saw him twice, first time I saw him was this time, when he was very sick. I mean, they had a trashcan on the stage, just in case he couldn't make it. I'm surprised he even kept speaking, honestly, but you know-

Dr. David P: In this case, were the VIP seats at the back of the room and not in the front?

Alex Lanshe: Yeah, the front row was the splash run.

Dr. David P: Okay.

Alex Lanshe: That was not good. Now, he didn't actually end up puking on stage, but he was that sick, they wanted to make sure like, "Hey, we've got a bucket right here if you can't make it." He was not himself obviously, and he's going through some of his story, and he was talking about, and I don't even remember why, but for some reason he ended up talking about things that the public education system makes you remember that are worthless or meaningless.

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He said, "For example, like they make you memorize who the presidents were. Like who cares who the fifth president was?" He's like, "Does anybody even know who the fifth president was?"

I shouted out from the audience, "James Monroe," and then he brought me up onstage to just like laugh about it, because it was so funny, and everybody was laughing. He's like, "How in the world did you remember that?" I was like, "I was told I had to memorize the presidents, and I still just remember useless information like that in my head," but it was fun, because now it's a great story, and he brought me up onstage. I got a few pictures of me onstage with him laughing, and it was really the only time he didn't look like he was sick, was when he was kind of having fun with that. He had to end that speech pretty quick afterwards, because he just could not make it through what he was doing, but it's a really interesting story now.

For the rest of the event, people were calling me James Monroe, so it was just a real funny experience that you just can't, you never know that stuff is going to happen, it just kind of happens.

Dr. David P: Just by that piece though, you said trivial knowledge, that puts you out there where people identified with you very quickly in a large room, so you never know.

Alex Lanshe: That's what I'm saying, I mean James Monroe's name got me on a stage shaking hands with Rudy. It's just, you know you never know what's going to do it for you.

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- Dr. David P: I think the other lesson there, Alex, which this is something you do all the time, you're talking to people about being prepared, we'll get to that in a little bit, but you're being prepared, and so you had to be prepared to act on that. You were ready to take action when an opportunity allowed you to take action, you didn't hold back, you know the opportunity came up, you stepped up, and bam, you're up onstage in a room of almost 1,000 people and it's very very cool. Then of course the connections you make from that, as we know, our network is everything, cool story.
- Alex Lanshe: Exactly, and having the courage to just speak up and just say it, and not being afraid of looking like an idiot.
- Dr. David P: Exactly, which I think in school, we're taught the other way, it's like we're almost made to feel badly if we make a mistake or we throw out an idea that other people would frown on, or we just make an error in a fact, so people hold back, right?
- Alex Lanshe: Mm-hmm (affirmative).
- Dr. David P: I don't want to get off track too much, but I think this is important, and we're talking to a lot of people here today, people of all generations and people that have kids, what would be the message along that line to what school is doing, and I think in a lot of cases, formal education, to one's ability to be a leader, to step up, to be convicted and state those things, what would you say to that today?
- Alex Lanshe: Well, and again, full disclosure, as my bio indicates, I was homeschooled, and I was homeschooled up until university, so I don't have the experience of a public



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school until then, but even at university, you have a little more freedom at the university level than obviously you would maybe like in grade school and stuff like that. You're still in that paradigm of you've got to raise your hand, there's definitely peer pressure in universities where you don't want to be the dumb person who asks the dumb question, you still don't want to be teacher's pet so to speak, even though it's not maybe quite as bad as say, high school, at least from what I've been told, but that still is there in academia at the university level as well.

It I think is detrimental, I really do think part of the reason why I was able to just shout out James Monroe at the event is because of the homeschool background. I was given permission to be a little different in that regard, and to not care quite so much about getting the wrong answer, because you're allowed to come up with different solutions to things if you're homeschooled, depending on how your parents want to raise you. I think that has been extremely helpful, and in the projects I'm working on now and in the relationships I've made with you, I mean I only know you from a Malincek event, which I only went to because I had the courage to go put myself out there and not be so worried about, "Well, this doesn't fit exactly with the academic paradigm, so I'm not going to go do it."

All that stuff has been way more beneficial to me than any formal education. I loved my time at university, but I loved it more for the connections I made and the opportunities it led to, rather than the actual education. The majority of the education, honestly I could have found on Google. I didn't need to be in class for it. What I needed to be in class for was to make the relationships, which you guys,

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the Freedom Founders, are all about. That connection to, like just for example, I don't meet Malincek if I don't go to university, because I would never have found out about the Leap program without being at the university, and I met Malincek through Leap, so then I met you through Malincek, I met people like Jules Carrier through Malincek, I met people like Doris Hamilton through Malincek, and then all these different people, Robert Brace we met at Malincek's.

All of these different relationships that are now really precious to me, never would have had if I didn't take those chances. It's more about attending and trying to network and find like-minded people, it's not about the academic content, you can find that anywhere now, especially with the internet.

Dr. David P: Yeah, well said, well said. Alex, tell us a little bit more about your new book you're writing, who's it for, what's it about?

Alex Lanshe: Yes, so it is for, again, primarily I interviewed professional protectors, like the bio said, anyone who's either currently or formerly served in a professional role like the military or the police, or maybe some of the government agencies that are in that type of field. It's obviously for that audience, anyone who was a first responder, people that are really going to have to be in a professional protector role to keep people safe, but also in things that I'm writing about and touching on in the book is protector is a much bigger definition than a professional role.

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The case I'm making in the book is that anyone who has to take care of any one is a protector, in some capacity, whether you're a father, a mother, you know you're an employer, you've got to take care of your employees, all those types of things, you're an employee, you have a certain duty to your employer. Everyone is a protector to a certain extent, it's just how much do you want to intentionally focus on that aspect, instead of just doing what it is that you do and not thinking about it? The main case the book makes, and why it could be for anybody, although I am specifically more targeting, again, people that already believe that their self protection is up to them. I'm not really trying to convince people of that, like it's really for people that already kind of know that and accept that.

If you don't believe that, the book's not like a big argument to try to convince you of that. We're already going off that presupposition that that's something you agree with, and if not, then you know it may not be for you. People who know that keeping their loved ones and their community and their nation safe is up to them, and that they have a role to play, no matter how small or big it is. Some of the stuff we talk about in the book is, again, the core virtues. If we could clone a protector, if you had to create like a bodyguard team to protect you and your family, what type of virtues would you want them to have? That's really what we were trying to get into with the interviews, and so it took about two and a half years to interview 120 people.

It's based on a lot of research, I have over 70 hours of audios from all these different interviews, and that's who

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it's mostly for and what it's about. It's really trying to drill into ... Because my whole main thesis too is that we're experiencing a lack of virtue in our society, it's degrading, it's going down in all sectors private and public. One of the antidotes to violence, because my whole background is on protecting people from actual fighting and human violence, I think we spend too much time focusing on knowledge and skills, which are important, you need to be skilled if you're going to try to protect people, you need to know what's out there as far as technology and what's going on, but none of that stuff informs behavior.

Virtue is what informs behavior, and if that's lacking, you're either going to make the wrong decisions, inappropriate decisions, act when you shouldn't act, act inappropriately, and all that can lead to more death and more suffering. That's the theme, the book is trying to give the reader the virtues that they know they should then strive for in their own personal life, so they can mitigate the unnecessary death and suffering as much as possible.

Dr. David P: Yeah, really good, really good, Alex. You did like 120 interviews, that's a lot of interviews. In fact, I would have to say you're a professional interviewer. I should ask you, how am I doing today?

Alex Lanshe: Fantastic. No, it is so funny now, because when I go back and listen to the first few audios that I have, you know like the first 10, they're so bad compared to what I sound like after 120. It's just funny to go, when I was reviewing them, you have to go back and listen to all the audios, and I'm like, "Oh my gosh, I just sound so unsure of what I'm

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doing in these first like 15 or 20 interviews," but by the end, I got a lot more confidence in speaking with them. Because again, some of these people were big deals as far as my industry is concerned, so you get a little stage fright like, "How do I talk to these people?"

Dr. David P: Yeah, oh totally.

Alex Lanshe: But not so much anymore, but the first few were pretty hilarious.

Dr. David P: Yeah no, I think it's great experience, because you know you have to get out of your comfort zone to grow. Doing interviews like you did, or getting onstage and speaking in front of a group, that's tough when you haven't done it much, right? You always can look back and go, "Wow, was that me two years ago?" What you really look at is like the growth, because everybody can grow if you put yourself out there. I don't care what your fear factor is, what your lack of experience is, we can all grow in what we do.

Alex Lanshe: No, I agree.

Dr. David P: Here's the big question. People want to know, you interviewed some what I would consider pretty prominent people, do you just like send them an email, do you just like want to get a phone number? I mean, yeah seriously though, how do you get to these people, to get those kind of interviews? That's what I think one people want to know from you, because you figured this out.

Alex Lanshe: Well here, the real secret number one is that none of this can be faked, and there really is not a shortcut in the

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sense of just like write an email, type an email up with the certain specific languaging, and that will just unlock anybody, it's not like that. The only reason I was able to get to all the people, is number one, I went to one of the big influencers first, as far as he had a live event that he was doing, it's Dave Grossman. He's a Pulitzer Prize nominated author, he was an Army Ranger, he taught at West Point, two of his books, On Combat and On Killing, are required reading for the Marine Corps, so he's a big deal.

He's been on all the different media outlets talking about the causes of violence and all that type of stuff, psychology, so he's a big guy in the industry. He was doing a live event somewhere in south Ohio, it was about three hours away, but so I paid to attend the event, you have to be there. Then because I already had my first book done, Warrior Attitude, I went up to him on a break and just gave him that book as a gift, didn't ask him for anything, just said, "Hey, I've read all your books," because I had read all his books at the time, and said, "I really appreciate the work you do for the protector world, trying to keep people safe. I'm an author like you, I'm going to sign on of my books for you and just give it to you," didn't ask him for anything.

On a separate break then, I approached him and asked, "Hey, like I'm writing a second book and I'm interviewing people for this book, and I would love to interview you," and he said, "Oh sure, no problem." That was the key, was number one, because he recommended then, the big question like ... I think I shared this at the talk at the mastermind, at the end of any interview, you have to ask

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people, "Who do you know that I should know?" Whether it's, you know I mean if you're doing a book, then it's probably going to be related to that theme, because you want more people that are related to the type of information you're looking for the book, but even if you're not going to write a book, if you just interview people about whatever you want to interview them about, do not let them go without asking them, "Who do you know that I should know."

Just see what they say. Some of them won't, maybe, I don't know, they don't give you anything. Grossman gave me eight different names of people that were not quite at his level, but they were pretty prominent as well, and so by the time I did that, and you just keep asking people those questions, that's how I got all of the referrals, and that's the only reason. Then Gavin DeBecker, who came much later, almost a year and a half after I talked to Grossman, he's even bigger than Grossman, the largest private security firm in the world, 17 weeks New York Times bestselling author, you know lives in Fiji eight months out of the year, \$18,000 for a one hour talk, he's not someone you can just easily get access to, but when I contacted him and said, "I talked to Dave Grossman," he called me back and wanted to know more about the project, and was like, "Well, Dave doesn't get involved in stupid stuff, so you're probably worth spending some time with."

Then I did a whole hour interview with him, and he doesn't do a whole lot of interviews anymore.

Dr. David P:       No.

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Alex Lanshe: You know, but it was only because it was a referral process. I think if I just tried to reach out to them all cold turkey with nothing.

Dr. David P: It'd have been tough.

Alex Lanshe: I probably wouldn't have gotten much. Grossman did help too, because most people were referrals, but there were a couple I did reach out to just with no connection, but at that point, I was able to say, "I've already interviewed Dave Grossman, Ken Murray, Chuck Taylor," names they would know. Then they were like, "Oh okay, it must be all right." Again, that wasn't that many of them though, there were probably only three or four that I actually just reached out to cold turkey, but it was already at the point where I could drop some names in the business.

The way it all happened, but I had to go to that event, and I had to think about, "How can I serve Grossman first?" Then just, "Hey, what can you do for me?", because I don't think it would have worked either, he gets too many requests. I can't underestimate the power of already being an author, doing your own self-publishing, because that showed him that I was serious. If I just said, "Hey, I'm doing interviews for a book," and he doesn't know me from Adam, and I have no evidence that I'm serious, then he has to be like, "Eh, I'm pretty busy, I don't think I have time for that." But when he had the book in his hand, the hard copy in his hand, he was like, "Oh, he's clearly written a book, I'm holding it, so he must be a legitimate author, so I'll spend some time with him," and that was the key.



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There's no way to fake that, is the thing, and so that's why most people aren't going to do it honestly, because they're not going to go to an event, they're not going to pay to go, they're not going to be doing the work to do their own self-published book ahead of time, or so they have anything, anything to give the person. It doesn't have to be a book per se, but that just is more unique than you know like, "I got you a gift card," that's not going to matter. You've got a book, it's like, "Oh, okay."

Dr. David P: It could be a branded gift card, you know.

Alex Lanshe: Well yeah, exactly. Some of those guys though, I mean if you gave them a case of ammo, they'd probably talk to you, because they like that.

Dr. David P: Yeah, that's right.

Alex Lanshe: But I don't know about legalities on all that, so don't be giving people ammo.

Dr. David P: Yeah, no advice here, get it right.

Alex Lanshe: We do not condone the illegal transfer of weapons or munitions or anything like that.

Dr. David P: Exactly.

Alex Lanshe: That really is the key, and that's why a lot of people aren't going to do it though. To my knowledge, no one has done that many interviews in this industry for any book ever. I've looked into it. It's one thing to say like you've trained for 30 years, and you're just kind of recalling thoughts you've had from training with a bunch of people, but to

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actually interview all of them specifically on a call, recording it, asking specific questions related to one project, I don't know of anyone who's done that many interviews for a project in that industry.

Dr. David P: Well, you definitely have shown, Alex, that anybody can step up, you said, "Do some work," because there's work involved here.

Alex Lanshe: Oh yeah, definitely work.

Dr. David P: Yeah, you can make yourself unique, you can differentiate yourself, you can position yourself in a way that can get you noticed. As you said, the key thing is once you've done those things, then serve first. Serve first, but you already set the stage to show that you're serious about what you do, that's what people, including me ... I mean, I was glad to have you come speak at our event, because you had already proven, I had saw, had a track record, you were someone at a very young age, but I saw your intent. Your behavior was already there and evident to me, not just from a one-time meeting, but from other people as well.

Your principle you already laid out was you had a track record, you could drop names, or I knew the people you had already done things with, and I thought, "It's a no-brainer," and I wasn't wrong, it was proven true. Great lessons right there in that last five or seven minutes, I think people should go back and listen to that again, I think there were really really some classics there, Alex. Let's talk a little bit about what's one thing that if you were given, would greatly optimize your freedom and ability to

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help your book reach a bigger audience? Because I know this is a big deal to you, it's a passion, so what would that be, how could you reach a bigger audience, what would that thing be?

Alex Lanshe: Yeah no, I really appreciate that. Well, first and foremost, it's a big deal to me because of what I believe. I really do believe that there is a virtue shortage, I really do believe that it's an element of life that for some reason is just not focused on anymore. Like if you go back and read older books from even, you don't have to go all the way back to medieval times, but even just back a couple hundred years, virtue was not such an alien topic, it just doesn't seem like people ... In other words, here's my thing, and I still fall victim to this. We get up every day and we have a to do list, everyone can relate to having a to do list, but almost never, I have met almost no one, I can't think of anybody off the top of my head who I've ever met who shows me and talks about that on their to do list being, "Today, I'm going to strive to be more humble, today I'm going to strive to be more selfless," or whatever the virtue is.

It's all just a bunch of stuff that they have to do, it's not anything that's internally focused on, "What am I doing to become a better person?" Then not just doing that because everybody, "Oh, I want to be a better person," that's too vague. No one talks anymore about these specific virtues, humility, courage, honesty, they don't get that specific with it anymore for whatever reason. I am passionate about this project because I really think that if people would focus on that, because obviously your virtue goes with you everywhere, it's going to extend no matter

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anything, no matter what you do, and so because I believe that, that's why this is such an important topic to circulate, because I really think it could help people.

Again, so the book is for mostly people that already believe in protection, but it could be for anybody, because everybody has trials and struggles to overcome, all have adversity they need to face. You can either do it selfishly and cowardly and in all the bad ways, or you can try to do it with some virtue, which would make your life a lot easier, a lot more fulfilling, and you'd be able to actually protect other people and take care of them too. That's why I want to promote it so much and get it out there. The thing that would really help me is people that want to sponsor that project. What I really had in mind, if there was anybody who wanted to, now I don't want to say put an advertisement in the book, but basically show the commitment that they believe in that, and because they believe in that, they're willing to contribute some finances to allow me the freedom to solely focus on proliferating this message, if that makes sense.

Maybe a sponsor, you know kind of like people want to do, "This event brought to you by so and so," basically something like that, but more tastefully done. Things that I would definitely do, is those types of people would be thanked and given recognition in the book, so it wouldn't just be an anonymous thing, unless somebody wanted to make it anonymous. Not everybody wants credit for their sponsorship, but if people were interested in that too, this would not be I take your stuff and I run. One thing I'm doing is all the people I've interviewed, I'm putting all of

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their websites and public information in the book, so people can find them.

I'm not charging them for that, they didn't charge me for their time to do the interview, so if someone reads the book and then goes and buys Gavin DeBecker's book, The Gift of Fear, I don't care, I don't need a royalty on that. He could have charged me money to do the interview, and I never could have paid him. That's the type of quid pro quo that I'm looking for, and if there's anybody that would be interested in that ... Again, especially if you've got any kind of a business that relates to and values those types of principles, the warrior virtues, keeping people safe, you know maybe you protect people's money, maybe you're in finance, maybe you protect people's homes with security, or whatever it is that your potential job is. It'd be even better if it kind of lined up with the whole protector mindset, and there'd be a really cool partnership there.

Dr. David P: I'll just mention this to you while we're live right now so I don't forget, but I've got one guy in particular, see now it's just top of mind for me right this minute because we're having this conversation, but I've got a guy who's in one of my other masterminds, high level, and I will connect him to you. Just ping me, and I'll make that happen, because he also uses-

Alex Lanshe: I really appreciate that.

Dr. David P: Warrior, and you could probably get a lot of mileage, he would be a great supporter, so I'll do that. Also, I'm going to just drop your contact information right now, so I don't

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forget. I also want to spell your last name, because people sometimes will hear it but they'll go, "Well, how do you spell that?" Alex's last name is spelled L-A-N-S-H-E, so the website is alexlanshe, Alex, A-L-E-X L-A-N-S-H-E .com, and email info@alexlanshe.com. You've also got a Facebook community site for Anatomy of a Warrior, for the book coming out, which is Facebook.com/anatomyofwarrior, and people can connect there to also get updates. Where's the book right now, is it like in editing mode right now, is it doing some editing?

Alex Lanshe: Yeah, so right now I'm still in the writing and editing mode, so it'll be, goal is to have it up for presale by November, and definitely to where it could be shipped in hard copy in time for Christmas.

Dr. David P: Cool. Alex, you also provide, besides being an author, interviewer and speaker, obviously we talked about the fact that you have your own company where you provide personal protection solutions to individuals, groups, companies, trained all kinds of people. What have you learned while trying to sell your services?

Alex Lanshe: Well, that's a good question. For me, business walk has been interesting, because I didn't go to school or any of that kind of stuff, I was on track to be a physical therapist, and then got to my last semester and figured out it would have been \$100,000 in student loans. I wasn't a fan of taking on that much debt, so I was like, "Eh," even though PT is a good job, I'm like, "No, I'm like borrower slaved and lender as far as I'm concerned, I do not want to take on that much debt." I finished my degree, but I didn't know

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exactly what I was going to do. The business thing was all my own, I didn't have really much mentoring on like how do you start an LLC and all that stuff, I just kind of plodded my way through it.

I'm sure I did a lot of things wrong, but I didn't go to school for that. One of the things that I think I've taken away from running my own business is that, at least right now, there's so many other things people can be doing. It's very difficult to get people to commit to any one thing anymore, even just to show up for simple events. You really have to try to figure out, in my opinion, what I'm still trying to balance between is I don't want to do business in a way that is too mechanistic, to where you forget you're dealing with people. Obviously I believe in systems, you've got to have things that can repeat, but where you're not literally doing all the exact same work constantly, but at the same time, I really think that what people really want is more of a true community, and not the kind of communities that some of these so-called gurus pass off that like, yes, they're communities, but they're still pretty mechanistic and you aren't really getting any connection with real people, I think that's what's missing.

I'm trying to figure out how do I build my business more on the actual foundation of people and interpersonal relationships, and not so much on more of a, I don't know, maybe more of an older way of pure just brick and mortar, and you don't necessarily have to care about the people, you just come in, get a thing, and go. It's like that doesn't really do it for me, and so that's a struggle because how do you actually accomplish that? Not really any clue yet,

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I'm still trying to wade through that, but I mean I would ask you that, because I really admire your community in Freedom Founders. What's worked for you guys?

Dr. David P: I will tell you, you're thinking the right way. I was just going to say, you know with the wisdom of my many years of maturity, and all the lot of life lessons learned, I will tell you that anything worth doing well is worth doing the right way. In other words, what I would say is you're absolutely right. I think everybody gets into business initially, which is normal to survive, to get some security and stability in your life because you've got bills to pay, you're trying to start up a business, I mean that has a lot of wheels in motion, it takes sweat equity, it takes some kind of capital, it takes sacrifice.

You want to get to stability as quickly as possible, and I think oftentimes human behavior says well, let's take the easy track. If there's an easy path over here to get some monetization quickly, let's go get that because it'll pay some bills and we can move forward. I would say as much as that's a temptation, and it's a huge temptation, huge, try not to go that route. Try to stay, as you said, pure to your virtues, to your core values. What we learned in Freedom Founders, what I held to, Alex, was not to try to fast track it and take easy routes, but to hold the core values and build slowly. Yes, was it a little bit painful? Yeah, it's like doing the pushups, right?

Alex Lanshe: Yeah, exactly.

Dr. David P: There's no fast track to doing that work and making sure ... We grew a little bit slowly, but I'd say today because we



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did that, we kept everything congruent within our group, we have built the right way with a foundation that doesn't shift with the sands, it's not a little topsy turvy. We keep coming back to that, and I think that's the key, anything in life that's worth doing is hard to do. Don't be tempted by the easy shortcuts, so you're doing it the right way. Don't get frustrated with it, you know hold pure. I'll leave you with that. Last thing I wanted to ask you is, you mentioned something to me in passing, that you had recently broken free from something toxic.

Alex Lanshe: Yeah, so this was honestly something I never thought I would have ever gone through. There was a person that I had known for over 12 years who has served as a martial arts teacher, a mentor, instructor, and someone I went to for life advice and things like that, and very recently, you know probably maybe even I think just about two, three months ago, I found out that the claims he makes about his background and where he's from and all that, he lied about all of it. He was exposed as a major fraud, and other stuff like where your money goes, because you know he was an instructor, so people were paying him for what he does, which is fine if you're honest about it, but he isn't telling people where the money goes.

He says it goes to place X, but it really goes to place Y, and he's not upfront about that. That's a problem, that in my opinion is fraud, and so all kinds of things like that. When I really started to look at the group, I went and found people that had been in the group in the past and started to talk to them, you know the expats that had left, so to speak, and they were all telling the same story. There was a lot of problems with his character, on top of

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not just the lying, but other things like trying to figure out if married women in the group would cheat on their husbands with him, you know things like that that were just really bad.

Then what was real sad was a lot of the people that were in the group that I was trying to tell this to, who I respect, they didn't really seem to care so much. I severed all ties with that group that I wrote a couple of blogs about escaping from, I called it a cult because it really is a cult of personality. I couldn't reason with people that were my friends that were still in the group, they would not listen to any evidence, and no one even tried to debate any evidence with me. They would just kind of stand on, "No, we don't want to hear this." I think I even had one person say, "I just want to be ignorant, I don't want to know, so don't tell me."

They weren't interested in any kind of truth or anything like that, and that was really disappointing because I lost a lot of friends that I had made over the years. The other really sad part about it was a lot of the training we did was still pretty good training, but the lies and the character issues were not things I could continue to condone, and I can't keep writing him checks if I don't believe in his ethics and his morals, but you know I didn't really get a lot of support from people that I thought I'd get support from, and that was disappointing. One of the ways I dealt with that was writing blogs.

I did a four-part blog series about what kind of the behavior was like, never named the person because I didn't want to deal with any of that, it was just didn't want

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to be slanderous or anything, but it was just getting into dealing with some of the virtues of how do you deal with severing ties from people that no longer align with your core values. It was a rough experience that took awhile in a process, because again, this was a connection I had known since I was like 15, so kind of a foundational mentor that I had to jettison, which was sad.

Dr. David P: Yeah, those can in some cases kind of shake one's foundation, when there's that long term relationship, but then again, I also know that you surround yourself with other people that also have a lot of strength in core values, and I think that's where we also gain our strength, is from that core group of people that we surround ourselves with, so when we go through tough times or we might tend to begin, because we're all humans, we might tend to be tempted to dilute our core values similarly just because everybody else is, right like, "Well everybody else that I can respect was kind of turning a blind eye and going, 'Yeah, I mean ...'", but really, who can you go back to, what's that close inner circle you have?

If you don't have a close inner circle of people that where you each have each other's back and you hold each other accountable, we all have to have that in our life, and if you don't have that, just like with a personal protection, you know who's around you, who can you count on, who will be there for you, if you can't count those people on a hand and know who those people are, I'd start working on that right now in one's life, because you can't run solo, but you also have to figure out who you are, what you believe in, and find those other people that are like-minded, and it

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takes some work, it takes some due diligence, going and doing a deep dive, which all this stuff takes work.

You've proven it, Alex, that you're the kind of person, you have the character and resolve to do that work, and this will serve you very well, and I trust that the people listening today will also take these lessons to heart, because they are the keys, they are the foundation to everything else in life. The rest of it's icing on the cake, but if you don't do these things, you won't have that icing, it won't be there, right?

Alex Lanshe: That's right.

Dr. David P: You'll get to eat liver and bratwurst.

Alex Lanshe: That's right, yeah, that's right.

Dr. David P: Or whatever. All right, listen, really great to have you on today, so much fun, Alex. I hope people will follow you, will definitely would want to get a copy of the new book that's coming out, Anatomy of a Warrior. Remember, you can find Alex at alexlanshe, L-A-N-S-H-E .com, and email [info@alexlanshe.com](mailto:info@alexlanshe.com), and find his Facebook community on Facebook Anatomy of a Warrior on Facebook. Alex Lanshe, it's been a pleasure, sir. Thanks for being with us.

Alex Lanshe: Thank you so much, David.

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