

Ep #195: Tony Rubleski - Trailblazers



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Tony Rubleski: You got to be hungry, always, because if you get too cocky or complacent, you get knocked off. It doesn't mean you need to be at the top of the game, but if you settle, you become complacent, and then you do a disservice to your clients because you think you've arrived. And all these trailblazers still act like a hungry rookie, as Les would say, and they're learning and growing and pushing the envelope.

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David Phelps: Good day, everyone. This is Dr. David Phelps of the Freedom Founders Mastermind Community and Dentist Freedom Blueprint Podcast. Today, we've got somebody who's been a really good friend of mine for a number of years. He is, well, let's just use his term. He's a trailblazer. We're going to talk about trailblazing today, so I'm just going to come right out and say he is a trailblazer. No wonder we're going to talk about it. We'll talk about, who is a trailblazer? What does that mean to life, to who we are, who we aspire to be in life?

What I have found over and over again is that for me to make changes in my life, transformations, moving from where I am today, which might be okay, might be successful by some definitions, but for a lot of us inside, it's still not enough. Not enough what? Not enough money? Not usually, not necessarily. It's not about the money. It's more about time, influence. It's about significance, it's about purpose. So my friend today is

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going to talk about a lot of those things. So let me just get right to it.

I've got my good friend, Tony Rubleski with us. Tony, how are you doing, sir?

Tony Rubleski: Excellent. Good to be on the phone with you, sir. I know you and I are moving around quite a bit. So I was looking forward to this one a lot.

David Phelps: Well, we had to align with the flight path to make this one happen, I think, but we did. So let me give people a little bit of context here, Tony, and then we're going to jump right into it.

Tony Rubleski: Okay.

David Phelps: Bestselling creator of the Mind Capture book series. His new book, Trailblazers: Lessons From 12 Pioneers Who Beat The Odds and Influenced Millions, releases worldwide next week, that's right after Labor Day, September fourth, right?

Tony Rubleski: Yep, that is correct.

David Phelps: Next week with Morgan James Publishing, Tony is also an in demand keynote speaker, strategic business coach, and global event promoter. His work has been featured in various media outlets ranging from Bottom Line Magazine, the Detroit Free Press, the Fox TV Network, ABC to CNN Radio, NPR, and Entrepreneur Magazine Radio. Tony's a 1994 graduate of Western Michigan University with a degree in marketing. He's also been a faculty member and an instructor with the US Chamber of Commerce and CEO of Space International.

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His core expertise and message is designed to help people capture more minds and profits. Tony's also the editor and creator of A Captured Mind newsletter. He's interviewed some of the highest paid direct marketing internet success and sales minds in the world, including Seth Goden, Jay Abraham, Ivan Misner, Darren Hardy of Success Magazine, Jack Canfield, Brian Tracy, Dan Kennedy, Jeffrey Gitomer, Joel Call, Sally Hogshead, Sharon Lechter, Gee, is there anybody you don't know?

Tony Rubleski: Well, thank you. I get around a little bit, David. I always love being interviewed by you and I've been at your events. You've been gracious to support me and have me speak at your conferences...David Phelps.

David Phelps: All I want out of this is that you can put me on that list.

Tony Rubleski: You're already there, brother. You're already there.

David Phelps: If you could put me just one space ahead of Dan Kennedy, that would be really good.

Tony Rubleski: Keep working. We both are still working. That's a good thing.

David Phelps: We are still working. You shared the stage with these people. You do conferences. So many things going on, Tony, and you've been in this forum for many, many years as we've crossed paths and see each other at different conferences and through different groups, and mastermind groups, and the people we know. It's just, oh, I get excited being around you. I just have to say that because of who you are, not just what you do but who you are. So let's talk a little bit about the book launch, Trailblazers, next week. Give us some context about that.

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What's, again, more what it's about, what you're featuring there, what the purpose is.

Tony Rubleski: Well first off, David, thank you. I feel right at home because I think two years ago I spoke for Freedom Founders in your your group, and it's been fun. We met six or seven years ago through Jim Palmer. We were on mastermind panels and a lot of the book, to answer your question, dovetails into that. You get around people that are more successful, and then what happens is you learn from them, you keep growing. It makes you raise your game, and then what also happens is you start to get that wisdom back out. You become the trailblazer or the leader.

So the book is basically a collection of powerful stories of both sides of the wheel of life and commerce where some people now in the book are very, very famous, but they weren't always that way, David. And I like to ask interview questions like you do when you interview great leaders, is what did you do when the rubber was really hitting the road, or when you were really down and you wanted to quit? Or your wife said, "I'm done," files for divorce, or business partner embezzled 700 grand?

What do you do when when no one sees that in the spotlight? When you say, "Why am I doing this, Lord?" And I'm very fortunate, very grateful to get these people on the phone or meet them face-to-face, interview them live like I did with Dan Kennedy. We did that. Took me 19 years for him to let me interview him. He's interviewed me three times, David. You know how Dan is. He's very peculiar, but to get him face-to-face for an hour and a half and record it in a live room? That was a great honor because Dan is extremely picky about his time.

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So I never take any interview lightly, from a brand new author, to an emerging CEO, to a Dan Kennedy lightly. I do my homework, so when I get them, I want to find out, give me the real rough and tough, no sugarcoating, no BS way that you pushed through in a world that's almost, at times, feels like it's rigged against you. So I like to really pull those nuggets out and have them leave the interview going, "Wow, I was never asked that question before." Not to trick them, not to misrepresent them, but just to have them think, "Wow, this guy did this homework on me, and he is on a quest to pull out knowledge that I maybe had forgotten 10, 20 years ago."

So it's a book about motivation. It's about stories. It's about success, failure, triumph, rebirth, the phoenix, but more importantly, it's designed to motivate anyone that reads it. CEOs that I interviewed in the book, which we may talk about, they're big personal development fans. They have coaches, they're part of mastermind groups. And you look at what you've done, David. I've been around the planet David Phelps, per se, for six, seven years. You've built up a great tribe. You're trailblazing in your space.

I've been to the conferences, I've met some of your people. I met one of your clients about a month and a half ago in Vegas and we brought you up. So it's fun to see real world trailblazers leading, continuing to push the envelope and inspire others.

David Phelps: Yeah. Tony, that's so good and so true to life. I think the questions you ask and as you said, the nuggets you pull out, are so instrumental to what life's all about. Many times, we see people that we think they love to be at the kind of the pinnacle or the top of the game. Some of the

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people we just mentioned, Brian Tracy and Dan Kennedy, Jay Abraham, they're authors. They're profound thought leaders and people seek their wisdom, but we all know it wasn't always that way, or the path to get to where we see these people wasn't always that way.

I think a lot of us look at people like that and think, gee, I could never be that. I could never do that. But your ability to really dig in and have them, with authenticity, bring out that, "I had to go through this, this fell apart, I didn't see this, I didn't know what I didn't know," that gives a little bit more hope to all of us to say, "Hey, they're just like me. I feel the same way. I'm going through a rough time right now." I can't see the mission from where I am today, where I really want to be in my life, personal business, whatever it is.

Those challenges we all face. You and I have some great discussions about our personal lives that you can't just share it with anybody, but you realize, Tony, there's a fraternity. There's a camaraderie, some commonality amongst all of us who are drivers to realize that the pitfalls are there, but to know that everybody goes through it. So you take it from there, but are there any ... You talk about personal development, for sure, surrounding yourself with other like-minded people that help keep you accountable, help keep you focused, the clarity because we all get running like squirrels at everything that we see.

What are some other, if you can give us a few other pearls from your interviews that would be significant that you realize are significant?

Tony Rubleski: Well, I'm gonna give some credit and really try to tighten up some thoughts on that question. It's a good question.

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Jim Palmer was the one that kind of got the ball rolling, our mutual buddy, how I met you, David.

David Phelps: Yep.

Tony Rubleski: It was about probably five or six years ago on a phone call. I said, "Tony, you've got all these great interviews. You should go back and rethink it and get it out to people." And it was for my paid audience of subscribers. It was called Capture Wisdom. So on Jim's prompt, I hung the phone up. I said, "That's what a good coach will do. They'll make you look at things differently and give you sometimes advice you just don't think about."

So I went back through about 100, 125 plus interviews, narrowed it down to these 12 trailblazers. We put a 13th one in there, Brad Zolas who's just doing incredible work. You met Brad through Jim. It's a small world, but we found seven key characteristics. It's sort of like you look for inductive reasoning is, what are the patterns that they all seem to share over and over? And of the seven, Dan and I hit on this. I think these are the big two, David, for your audience is number one, is you have to have intense curiosity.

I won't go through all seven in respect to time, but you have to be curious to listen to podcasts, to join a coaching program, to fly to a mastermind meeting, and you're going to have people that think you're a freak, that you're weird. Why are you going to Dallas for the weekend? Why are you flying to Europe to meet with people you don't really know? What you really do? Oftentimes, David, we know this. We've had private conversations as those who mean well, but they don't understand what we do.

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And we love them, and sometimes when we're going and we're trying to achieve our goals, and our path, and our dreams, they don't stay with us. It's just a part of life. I'm in my mid forties. You've witnessed to me a couple of times over the years and I was going through some personal things. You called me about some business related matters on a reference check and that mastermind helps you get through. And the curiosity factor is it's not out of greed, it's out of service. And those that are in this book serve literally millions of people with what they do.

I have a head coach who's now at the Detroit Redwings, Dan Biles, I was interviewing him right when he won the Stanley Cup with Pittsburgh a few years ago. So figure that contrast. He was the king of the world when I interviewed him many years ago. Now, he's an assistant coach, just got hired with the Detroit Redwings, who he beat as a rookie coach to win the Stanley Cup.

David Phelps: Wow.

Tony Rubleski: Life comes full circle, and this book made touch someone in your audience that's listening when they're going through a valley. I just came out of one a few months ago. You and I were talking, you had no idea I was going through it, and then we talked about it a month later after that, and you helped me out. These books, to me when I'm doing interviews, are almost like sometimes me talking through the other trailblazers, a lot of the same commonalities. Dan Kennedy had been bankrupt before. He had his car.

Check this out. In the seventies, he's written about this and tells it from stage. He was doing a real estate seminar in front of a group of realtors and his car got reposed and towed in front of the entire audience. He ran

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out to his car to get his marketing materials so he could sell from the back of the room. I just thought, "God, I love you, Dan." I mean, that's kahunas to kind of say, "You know what? I'm really kind of not doing well right now, but I'm still gonna make some money today."

So I look at those that have made it to the top. They have mountains of divorces, bankruptcies, personal issues, crazy times, lawsuits. Doesn't mean we set out to do that, but sometimes our best laid plans get crashed on by people that are in our circle at that marker in time. That's not talked about, it's not sexy on a TED Talk. You don't see keynote speakers usually diving deep there, but I'm not afraid to dig and ask the trailblazers, "When did you want to quit?"

I interviewed Dave Liniger, founded a company called Remax. He's wrote the foreword to the book. Marion, Indiana farm boy that joined the Air Force, started flipping houses in the seventies to supplement his income. He starts this little company called Remax. He's curious about why did they do it this way in the industry? David, his story, there's so many nuggets of wisdom in that one alone.

He talked about how he got arrested literally at a trade show for the Colorado Association of Realtors back in the seventies. They handcuffed him at the trade show, ankles and wrists, and dragged him in his booth out of the building. They arrested him. Several years later, they become Real Estate Company of the Year in Colorado and they want them to do a keynote. I'm sitting there going, "Wow, that must've been a mind bender," a lot of grace and forgiveness when he was humiliated, because

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they demonized his model back in the seventies because the old guard did not welcome Remax.

David Phelps: Right, right.

Tony Rubleski: It was that curiosity that started Remax. And other stories he told me about how he went through a divorce. He remarried Gail Liniger, the co-founder of Remax. I asked him this live in front of a studio audience, about 200 people in Denver about two years ago. I said, "Dave, when did you really think you might not make it with Remax?" He goes, "Well, I had just gone through a divorce. Gail and I are newly married. I looked at her one day and said, 'Gail, if we're going to build this, I have to hit the road and sell it myself.'"

He goes, "I jumped in the RV and went city to city selling it directly belly to belly, and Gail had the handle all the bill collectors. We were basically broke, and I knew it's do or die time." If Dave doesn't get in the RV, Remax falls and it never becomes a household name and a global brand. That's what I want to pull out, not to focus on the tough valley points, but what did they do when they had back against the wall? ... calls it your other self arrives and those resources you dig deep.

It may be that you join a mastermind group when you don't have any money, you put on your last credit card, and your spouse is bitching at you saying, "Why are you doing that?" A year later, it's not to show them up, but you had no other choice. You were hitting a type A moment, and you decided to invest in yourself. You got curious. You took a leap of faith with your last five grand on your credit card and you join this crazy dream called The Coaching Program.

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I've done it. I've spent easily over a hundred grand above and beyond a college education, David, since I was 20, going to seminars, driving to events, flying to bootcamps, joining mastermind groups, getting books long before the internet and free TED Talks and YouTube. I say, you know what? Jim Rohn taught me directly, the legendary Jim. Formal education will make you a living, personal development will make you a fortune, and you always invest in yourself.

And I just, I look at and go, why not? So these trailblazers, at all levels, keep learning their craft. They never settle. As Les Brown taught me, they're hungry. Getting backstage and speaking with Les was a dream come true. I spoke three times and I thought when I first set the goal, why not? Year and a half later, I'm having dinner next to Les Brown, Michael Gerber at an event in Orlando. The next day, I went on after Les Brown.

I don't think anything is out of the realm of possibility. The problem is we stopped believing, we don't have the right team around us, we stop asking questions, and what I meant about Les is Les taught me you've got to be hungry, always, because if you get too cocky or complacent, you get knocked off. And it doesn't mean you need to be at the top of the game, but if you settle, you become complacent, and then you do a disservice to your clients because you think you've arrived. All these trailblazers are still act like a hungry rookie, as Les would say, and they're learning and growing and pushing the envelope.

David Phelps: Tony, that's really, really good. A lot of people talk about balance in life. I've been through a divorce. I'm a driver too. And again, it's not for me, at least not anymore,

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earlier in life it was certainly about enough money to provide, right? But at some certain point, we're drivers. And yet the messages we get, and you alluded to this earlier, the messages we get from people around, it's good meaning people, well meaning people, our parents or church members, and the word is kind of shame on you, workaholic. Well, it is.

Tony Rubleski: It's true.

David Phelps: I hear that and only because I'm around other people like you or Dan Kennedy, people who have to kind of fix my mind from some time because I could be very susceptible to that message and say, "Gee, I am bad." So my question to you, Tony, is there a such thing as balance? Are we just ... And people that are listening to this podcast today that are resonating and going, "God, that's me. I hear the same messages, yet I still feel like there's more to my life, but I've got a spouse, I got family, I don't have this kind of balance, or I've been through a divorce. I don't want to do that again." What message do you have for us?

Tony Rubleski: First and foremost, it's a complex question because there's human emotions involved in different levels of commitment, upbringing, education, socioeconomic, religious, all that programming is embedded heavily by the time we're 18. So you look at that and you say the best answer I heard is from a trailblazer who's not in the book. I've never mentioned this interview, so this is brand new.

Ivan Meisner, I've interviewed him a couple times. He founded BNI, one of the largest networking groups in the world, awesome guy. He talks about one famous quote, "Givers gain." When I interviewed him, he had just got off

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another phone interview. I said, "Ivan, appreciate talking about your new book." He goes, "Tony, I want to share something with your audience." I'm going to give him credit because it was wonderful. He goes, "There's no such thing as time management or balance." He goes, "What we seek as entrepreneurs is harmony," and I almost dropped my phone. I'm like, that alone, we could have stopped the interview.

And now having that interview now like eight or nine years ago, it stuck with me because as entrepreneurs, we love to serve. Yeah, we're a little eccentric. Were the dreamers, is the Nike ads, the crazy ones. We're eccentric. We're not for everybody and we would have it no other way. So to kind of give you my perspective on that, it's a personal type of thing, but at different ages when you have young children, you have different levels of energy and commitment. If you're married, you have to know there is an exchange of commitment going on that you're going to give up time and decision making.

Otherwise, if you're that hard drive and you may say no, you don't get married for a while. Or maybe if I'm coming out of divorce, I don't have a relationship for a while. As we tape this, David, I'm single again and I'm not dating by choice. Doesn't it mean down the road I may date again, I may meet someone and fall in love again, but right now, it's not a service to my family, my business partners, my publisher to even think about dating right now, and that's a personal choice.

I get all sorts of advice like, nope, that's not fair if I meet someone to try to be more fragmented again, playing around with that distraction. It's not in my paradigm. Who knows? Three months, six months, a year, I may change

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my mind, but harmony was such a beautiful word to encapsulate a complex topic. So there's going to be ebbs and flows. All of the sudden, like right now, we're at an upward swing. The last three months, all summer long, we've been planning the strategy for the book launch. I have a Chicago event, a bootcamp that I do every year, and they concur 30 days or coincide 30 days apart.

So it's like, holy cow, we've gotten like time compressed in next three or four months starting in June to go into October to get this all done. So it's buckle in time. I'm working, a lot of times, seven days a week for weeks on end, but I love it. I know that once we get the book launch done and Chicago's done, I can take a long weekend if I'd like. I'll try to reestablish harmony.

So entrepreneurs, the biggest challenge is we beat ourselves up because we might have a part that says, "I want the good life," but the good life comes with hustle. They call it side hustle. You've got to be able to work to provide the dream so you can almost have one without the other. And society keeps giving us these mixed messages about, you got to have work life balance. It depends on your age and stage in life. What's your income needs? What's your partner like? Do you have a partner now? Do you have business partners? So harmony is the key thing I recommend my clients and what I try to aspire to, even through some of my peaks and valleys of life.

David Phelps: Yeah. No, that's really good, Tony. What we both have found is that is if we're around people that are like us, but have also gone through that struggle of trying to get time management balance together and you've come to a different conclusion like Ivan Meisner, it's more about

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harmony, the fact that we have those people around us allow us to get better reflection. And again, it's not always to be driven in one direction, but sometimes again, we have people around us that'll say, "Hey, great here, but here's how you could find that harmony," because we don't always know we don't know.

And so I think that helps a lot. You're going to give us one more key characteristic, but before we do that, I do want to, because again, podcasts are relatively short, people are driving in their car wherever. We're picking up snippets. You gave some great stuff. Let's talk about the book launch, how people can get it. We'll put a link in the show notes, but why don't you give that to us right now so we don't miss that?

Tony Rubleski: Well, thank you. It's really easy to go to mindcapturebook.com. Again, mindcapturebook.com. There's all the bonuses, a little welcome video. If they go over to bnn.com or amazon.com, it's Trailblazers. If you key in my name, trailblazers, and you'll see it. The cover has a match on the cover and the whole goal is to light a match in someone's mind or inspire them. That's the goal of the book. So thank you for the plug and yeah, it's four days out, five days out from launch, David. We're nervously excited and it's almost like, let's go. It's time to go.

We've had a great team. I'm a big believer, you thank the team. I thank my faith in God. I've got a great earthly team here, but it's not just the Tony show. I thank you. There's a lot of people that are giving me promotion to their audiences. That's a vote of confidence, so I never take for granted anyone plugging it that recommends it or

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puts a picture or a link. It takes the whole army to pull this off. So thank you again.

David Phelps: Oh, you're very welcome. And then a little bit of context about the Chicago bootcamp.

Tony Rubleski: Mm-hmm (affirmative). Well, it's an annual event called The Mind Capture Bootcamp. It's typically about 50 to 60 people. What's happened is we didn't do one last year. We held off a year and now that we've got some more stability and the book launch date, we're going to do it in Chicago. It's October fourth and fifth. David, you're welcome as my guest if you even want to pop in for a day or two gratis, I would love to have you there. I'll put you on a panel. I'll put you to work.

David Phelps: Sure.

Tony Rubleski: We kind of keep it by alumni only first. And then what's going to happen next week, we'll actually go public online, and social media, my email list, and blog to say, "Hey, if you've never been to one, we've got about 20 or 30 spots. That's it." And it's not to use scarcity in a weird way. It's just I want very hand selected alumni there, and we've got six to seven different speakers. We partner with a local charity in Chicago land called Cal's Angels. So what has been my little event is now becoming a big event again and sometimes you go, "All right Lord, I just have to turn it over."

David Phelps: Right, but the point is, it's very vetted, very curated. You've got alumni there that are people that just bring that solidity to your group. So it's a great place to come if it's something that people wanted to take the next step or be around you and the people that-

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Tony Rubleski: And there's a very interactive component that we do. We do rounds where we do a couple hours of masterminds. We do a demonstration mastermind on stage. Now you and I met the first time at a Jim Palmer event. We were both on the stage together passing the mic to each other.

David Phelps: Right, right.

Tony Rubleski: I wonder where I learned how to do this.

David Phelps: Exactly.

Tony Rubleski: It's very interactive. It's very content centric. Any type of offers or resources are kept to a minimum and the speakers actually go interact in the rounds with the audience. So the audience is like, "Oh my God, I love that speaker." They might be sitting right next to him leading the table. So it's very unique. It's very intimate. We'll cap it out at 100 people. So it's just one of those things that with the book launch and kind of a VIP alumni first, it's not designed to be 200 or 300 people. Now, that may change. You never say never, but right now, it just keeps growing organically every year by word of mouth.

David Phelps: Yeah. Super. Super.

Tony Rubleski: Thank you.

David Phelps: So you gave us the first characteristic, intense curiosity. Give us one more.

Tony Rubleski: I'm going to give you seven, the number seven one. So we're going to cover the first spectrum, the seven is thick skin. All these trailblazers have it, from Dan Kennedy who I've talked about, to Dave Liniger. There's a couple more in the book that are just fascinating. One in particular is WM Paul Young. He wrote a book called The Shack. It

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became a major motion picture last March. It's a book about religion and God.

And I'm not afraid, David, to put in the secular with the business leaders with religious talks because to me, life is very much intersecting. Doesn't mean I'm preaching at people that you should follow what he says or believe it, but if you expand your mind, you keep questioning and growing, that's a healthier human to me. Doesn't mean I'm saying that you need to listen to what I say, but if I can have you expand your horizons and question things, that makes you more well rounded, is probably the best term.

WM Paul Young talked about the shack and how he was dead broke. He had six kids. He wrote the book as his 50th birthday present to his kids and his wife. He wrote this manuscript. The story behind the story is even more amazing than the book and the movie, I believe, because I sat there on the phone for an hour. I almost cried. I've never met a more humble, profound, wise man than WM Paul Young. The interview went in there because I'm like, "It's just too good."

And you know what? People think it's a business book on leadership. No, it's about excellence. It's about trailblazers and religion, to head coaches of NHL teams, to writers, to people that you and I run with like Dan Kennedy and Sally Hogshead. So I like to draw from the diversity of life and because it's cliché. Everyone's got to be diverse. No, life's too interesting. There's so much cool stuff out there, David. You travel a lot. How can people get bored?

So back to WM Paul Young. He writes the book, he makes 15 photocopies on a borrowed \$100 bill because someone slipped \$100 bill underneath his door at Christmas, and he went to Kinko's and made 15 sets,

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gave it to his wife and kids and a couple of friends. The book went viral from there, back in the mid 2000s. Multiple publishers turned them down. He started to self publish it and then finally, it got picked up. It's now so 20 million copies, one of the top 100 books of all time in sales numbers.

It gets a lot of controversy. It's been a major motion picture. Took them 10 years to come out with a movie, but the guy had no idea it'd be this big. But the story and the message about tragedy to triumph is so profound that I was honored even to get him on the phone. So the lessons behind how he got it there, how he persisted, how he had thick skin because a lot of religious groups didn't like the book, I've heard different ministers at different churches hate him and some like the book.

So you've got to have thick skin because when you hit the top of your game, apparently, there's years and years of obscurity and a lot of heartache. Again, this is not to discourage, but if you can learn from someone that's done 20 or 30 years of wisdom in front of you, why in the world would you not listen to a podcast? Join a coaching group, get a book, go to a live event. I just don't understand it.

We spend all this money in higher education in colleges. People think nothing at dropping 100, 200 grand for four or six year or continuing education program, but you ask them to go to a seminar for a thousand dollars they go, "Oh, the end of the world." I go, "Your priorities are off, man. There's so much good knowledge that's not in the higher education structure." I'm not anti-college. I have a college degree. However, that's just the starting point.

David Phelps: Exactly.

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Tony Rubleski: It's just a starting point.

David Phelps: Yes, yeah. So well said. We agree on so many fronts and that's why it's fun to talk to you. I'm really glad and honored to have you to my audience here on this podcast today because your message is so relevant and so needed today. Because I know that so many of my colleagues, because I am one of them, right? I understand them. I've been there and just to get the message that, hey, you're really okay. You're okay, but don't stay where you are. Don't become complacent, as you said. Don't say, "Well, that's all I got. Life's handing me this, this is all I can do with it." No, no, no, that's not it. Just pick it up, do something. Do something-

Tony Rubleski: David, a big thing I want to share particularly because I've met a lot of your freedom founders, they're great people. Okay? And you got new people that I haven't met yet, but please, if you get one thing from the interview is this, four words. Stop selling yourself short. You need to be in coaching programs.

As Dan taught me years ago, and Bill Glazer, being an entrepreneur is the loneliest job world and you need a team of Navy Seals, or mastermind partners, or freedom warriors to push you through when your peers are going, "You're crazy. Well, that's the way we've always done it." These trailblazers go, "Well, why?" It's what I call the sixth grader answer. The sixth grader goes, "Why do we always do it that way? You have children like I do. Children are brilliant.

David Phelps: Yes.

Tony Rubleski: They're always pushing the envelope. They're going to win. If they want a piece of candy and you're trying to

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check out at the grocery store with a five-year-old, they have thick skin. They're leaving with something, you just don't know it yet. And they'll negotiate four pieces down to three, then to two. Then they walk out with the original item because they're not taking no for an answer.

David Phelps: That's right.

Tony Rubleski: They bend your mind because they're just like, "Whatever, Dad." So this is a deal. The older we get, the more ingrained our belief structures come. I almost think like Buckminster Fuller would say, "You've got to unlearn as you get older."

David Phelps: Yes.

Tony Rubleski: You got to repopulate the mental software with those that have done it. And David, your tribe, you've been a DDS. You've done real estate. You still actively do it. So they can go, "Oh my God, David's been in my office. I need to meet this guy. He knows exactly what's keeping me up at 2:00 AM or you know, Sunday night insomnia when he's hoping payroll clears and he's got enough checks coming in." Dan taught me that. I've lived it. So why would you not get around people that push your paradigm? Here's the challenge I see as we tape this. The economy's doing so good. I'm seeing just epidemic complacency.

David Phelps: Absolutely.

Tony Rubleski: Everyone's like, "Well, it's so good right now, and we don't have time to join this, or I don't have time to read a book." I'm like, "When are you going to? When things slow down?" Because all economies run in cycles.

David Phelps: That's right.

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Tony Rubleski: This is a time, I always say to groups, in time of peace, prepare for war. I mean that in both your mindset, your marketing, your systems, your operations, is to set it up right now that when it slows down, you're ready to move. You look at the great investors like Warren Buffet. That guy waits until everything is blood in the streets when the market's way down. Then he goes and buys everything because he's waiting for the contrarians to step out and he moves in.

So right now, you might be cranking along. You might be having a record year. Don't settle, please, and stop selling yourself short because people say, "I've read these books before, and I've looked at David's program for years. We're doing great." Well, what if your staff is not? What if you send one of your key people to the meeting or your office manager and they go, "Oh my God, we needed that because we're getting too comfortable."

So I'm not saying I want to see a recession. The big point is you have to act hungry. You've got to keep learning. You've got to persist. And right now, some industries are making money because they have a pulse. Let's be candid. There's warning signs out there and I go, boy, if this thing tightens up, the economy gets a little bit flat lined, you're going to see people running to seminars, buying the books, but all you need to get serious.

So do you want to be ahead of the curve? Or do you want to be comfortable and then play catch up? Or do you want to get real complacent and go, "Oh, we should have looked at this program a year or two ago." You know what? David's been bugging us for years to be a part of the coaching program. Maybe this is the year we actually do it. What a novel idea. You know?

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David Phelps: Tony, that's the exact message I put out. We don't know when a correction is coming, but why are you not preparing now? And our whole next meeting is going to be about the great reset. We don't know when, how much, but you know what? There's going to be a reset, so why not, as you said, prepare for battle now? Get your ducks in order. What can you do? The whole thing.

Tony Rubleski: All major corporations set aside, in good times and bad, our flat economy's training budgets. They all do it. So why do entrepreneurs get weird and go like, "Well, the economy's tough. I can't afford it." You can't afford not to be invested in yourself right now. And if you're hearing your industry peers saying the same thing, you need to run. Dan taught me early on, Dan Kennedy, one of the trailblazers, is how many industry norms can you violate?

David Phelps: Yes.

Tony Rubleski: I'm not going to play general in house counsel on you. Use your discretion, but you've got to know there's two or three things, acceptable things, in your industry. If your tribe today or someone in my audience gets a hold of this interview, that you could say, "Why don't we always do it that way?" Look at the Dave Liniger's of Remax. They said, "Why do we keep splitting commissions this way? That doesn't seem equitable," and they became demonized and got handcuffed and locked away. All of a sudden, they're now acceptable practice 10, 20 years later.

So bring that intense curiosity, and the seventh one, you got to have thick skin because you're going to be looked at differently. You got to just smile, wave, and carry on because you've got your mind in alignment with where you're going.

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David Phelps: So true, so true. So if you want the other five characteristics, go to mindcapturebook.com. How was that?

Tony Rubleski: [Mindcapturebook.com](http://mindcapturebook.com). No, I appreciate that.

David Phelps: Yeah, absolutely.

Tony Rubleski: It's just a lot of fun. I've been a chance to interview people. I've interviewed you a couple of times, live or we've done other calls, but this is just a joy because everyone's got a story to tell. I want to be very clear with your tribe. Everyone is a trailblazer. Everyone's got what I call these leadership traits. Some of them we forget some there, you know maybe I should focus there more, and some we do really, really well. I always tell people that I work with directly, is if you have three or four of the seven you're working, and you add one more, or you focused on adding another trait of like next 12 months, that supercharges your productivity.

And it's hard to because people go, "I don't have time." Well, it's about priorities. It's about your focus, and I just look at this and go, you know what? I don't believe, because of your status, your religious background, your race, that you cannot hustle and make something of yourself. People will say, "Well, I'm not like them." You are like them. You forgot or you let everyone talk you out of your dream. Or the voice in your head, the monkey mind, keeps doubting you. I always say this. Is the voice in your head your biggest ally or your biggest critic?

You should step back at the end of every day or at least every week and go, like Jim Rohn would say, "Replay the tapes." Is my voice and my doubt walking me out of opportunities or am I taking advantage because I actually

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believe I can do them? Or I can find the right resources, the right book, or the right group to be a part of? Never stop doing that. We're creatures of habit. Children are wonderful to watch. I have a 20-year-old, 19-year-old, and a 15-year-old right now, and they still are pushing the envelope.

It makes me mad sometimes as a dad, but I'm like, man, I forgot that they look at everything with an idealistic fresh set of eyes even though they're late teens and my daughter's 20. That's inspiring to me, David. Even though sometimes I want to be like, "Knock it off," but they haven't lost that zest for life. And if you're 40 years old, you're 50 or 70 listening to this, these trailblazers, a lot of them are in their seventies now. They're still learning and acting like a fifth grader. That, to me, is powerful. That's contrarian. That's trailblazers.

David Phelps: No doubt, no doubt. Well, Tony, I'm proud to know you as my number one trailblazer, so thank you for coming on today. And I can see the adrenaline rushing you.

Tony Rubleski: I'm fired up, baby.

David Phelps: You are. You're streaking towards that finish line. Of course, it's a temporary finish line because there'll be another one set up after that, but good for you. Good for you guys and your team pushing forward. It's gonna be a great book launch. I'm gonna enjoy the book as I know many other people will.

Tony Rubleski: Thank you.

David Phelps: So thank you so much for being here, Tony.

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Tony Rubleski: Give a shout out back to you and honor to be on. I have a lot of respect for you and when you call, Tony listens.

David Phelps: Well, we were born on the same day, right? I mean, why not? Why not?

Tony Rubleski: Yes. Genius right there.

David Phelps: Thank you so much, Tony. We'll talk to you soon. All the best.

Tony Rubleski: Keep up the good work. Bye bye.

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