

Ep #209: Blaine Oelkers - Your \$10,000 Hour



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David Phelps: Good day everyone. Dr. David Phelps here with the Freedom Founders Mastermind Community and the Dentist Freedom Blueprint Podcast. Today, I've got our Chief Results Officer, Mr. Blaine Oelkers with me. Blaine, how are you doing sir?

Blaine Oelkers: Hey, I am doing great. I've heard so many ... You've got a couple hundred podcasts. I've heard hundreds of your podcasts, and I am very honored to be on with you today. So, it's going to be a lot of fun sharing with your tribe.

David Phelps: Well, this is going to be great because, you and I have known each other now for several years. We met through another mastermind. We'll talk a little about masterminds today because I think it's a key component to any person's moving forward, their progress, transformation, if you will. We'll talk about that a little today. But before we jump right into it, I want to tell people a little bit more about you. Blaine is a lifetime solo printer and entrepreneur. He's been creating an operating profitable businesses for three decades.

Graduated from Purdue University in 1985. He's owned and operated a consulting firm, a pizza franchise, that takes a lot of multitasking there. Four health and wellness businesses, a personal development company and recently started several social enterprises to help end

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malnutrition. He knows the power of business consult in social issues in sustainable ways. He enjoys helping people take control of their lives by taking control of themselves.

He's been able to help people get more stuff done, especially the right stuff. Your wife, Beth, started a nonprofit using greeting cards to help feed children. So any supportive feeding cards. Again, that's feeding cards will be much appreciated. We'll talk a little about that today. Because I know giving back in the context that we all have to do, and there's different ways to do it. You're a big fan of that, and I know you do that very well. It's part of your heart.

Going back to getting stuff done and the right stuff, Blaine, here's what I know. I'm going to let you weave into this a little bit today. But we both are blessed to be able to be a part of a lot of great groups. You're a part of the Freedom Founders Mastermind Group, you're a part of our good mutual friend Richard James' Lawyer Attorney Group. You're part of the Arizona Marketing Group. There's probably another five or 10 that I can't even list out here. But the point is, we're able to be around some really significant thought leaders, people that have different levels of education, work ethic, family values, core values. Just people we love to be around.

What we both know is what's typical about these people, and I think our audience today is that we all seek knowledge. We seek to learn, we'd love to learn, we like to listen to podcasts, we love to read books, we love to go to seminars and get the education. That's all good. But the problem is learning just for the sake of learning has a limitation. The limitation is it doesn't lead to actual

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movement forward until one takes that learning, that new knowledge and actually implements it into actual behaviors. Weave into that a little bit because this is what you do. This is your sweet spot. This is your unique ability.

Blaine Oelkers: Yeah, I think that people they can get a little paralysis analysis when they're learning a lot, but it's in the doing, that's when it really, I think, takes shape for people. For me, I realized at an early age luckily, that I think God put me on the planet to help people take control of their lives by taking control of themselves, and by getting results, getting measurable results. Things that that give you that little hit of dopamine to the brain because you've got something done, you accomplished something, you move forward.

I found the vehicle where this happens the most is actually where we met. We met at a mastermind for masterminds. We were at a mastermind of all these people that were doing mastermind groups, and we could unpack that a little bit if people maybe aren't familiar with mastermind groups. But it's in that mastermind environment that you get a lot of support for getting stuff done.

There's a lot of ways to get stuff done. We talk about a very simple example that I think most people are familiar with, and that is this point A to point B. You've got point A, then you've got this line, which is the journey and then you've got point B, which is the destination. A lot of people can spend a lot of time learning and acquiring knowledge, and they could even have a lot of goal setting and vision setting on what they want and really define that

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point B. But until you start moving from point A to point B, nothing's really happened.

What I've spent the last 20 years doing is uncovering those, I call them results routines. It's those routines, maybe it's on a daily, weekly, usually daily or weekly basis that actually move you across that journey, that move you towards your point B. It's in that movement, that you're going to find the energy and the motivation to keep moving forward.

Anyways, we can unpack that a little bit too. But it's in those results routines that you're doing on a daily and weekly basis that actually starts to move you towards your goal.

David Phelps: I totally agree. Those habits that you just become personalized for oneself is really what makes a change. It's the compound effect. It's just the regular movement forward, not just trying to take one big leap or cross a major bridge, which is difficult to do, but chucking it down into measurable steps and then when you get stuck along the way, which we all get stuck, it's what do you turn to? Who do you turn to, to get you unstuck?

Because there's always somebody who has gone ahead of us or figured something out or has a resource, an idea, a brainstorm, something to get us unstuck. The problem is most of us, Blaine, we're rugged individualists. We're the John Wayne type. We were built that way. We were built to take the load on ourselves and go to school and get the good grades. We were actually pat on the back and shoulder for being strong character and working hard and doing what it will take, whether it was in school, or athletics, or in music or drama or whatever our area was like. You work hard. That's the American way. But the

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problem is, if we stay solo and we operate in that vacuum, we're missing a big point of leverage.

That's back to the mastermind that you were referring to, and what I love about masterminds, and what I love about Freedom Founders. I had one of our Freedom Founders fast access clients in just the other day for our one on one day. Blaine, and he said, until he came across Freedom Founders and became involved, he didn't know what a mastermind was. That sometimes surprises some of us, but then again, it's just the people you hang around with.

So, let's talk a bit about a mastermind group. Why a mastermind, particularly, a live setting, where you do travel, you go somewhere where it's facilitated, what does that bring about in your opinion? Because you've been a part of many.

Blaine Oelkers: Yeah. In the mastermind concept, just to give you a little context, basically, a mastermind is the friendly alliance of two or more people. Now, my favorite book, which I've read, I think 60 times now actually is Think and Grow Rich by Napoleon Hill. He coined this phrase and got a lot of people doing mastermind groups. He said in a little more detail, he said, the mastermind was the coordination of knowledge and effort in the spirit of harmony between two or more people for the attainment of a definite purpose.

When you look at these collections of people getting together, it's not anything new. Jesus had the 12 apostles, Benjamin Franklin had a mastermind called the Junto. If you go through history, you'll find that Andrew Carnegie had a mastermind in the steel industry, and that was really where Napoleon Hill learned about the mastermind group. And then Henry Ford had one with Edison and Firestone. Most of the presidents have had them before in

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the past. Disney, they had one from 1930 to 1960 called the Nine Old Men Mastermind that created most of those original Disney cartoon characters.

But anyway, so basically, the mastermind group is this group of people that come together. Now, like you said, physically coming together is the best. It's important that when these people come together, that they are committed, serious, supportive. A lot of times like with Freedom Founders is very entrepreneurial and collaborative, which is somewhat rare. I know David, you're really good at this, but you've got to have a centurion at the door. You've got to have a guard at the door to make sure that the right people get in there. Napoleon Hill is a chapter in his book, Think and Grow Rich about the mastermind group. He's real clear that it's got to be the right people, and there's got to be harmony there, otherwise you won't get the right kind of feedback.

But those groups of your peers, you're bringing in different points of view, different experiences. They're able to see blind spots and you're able to go a lot further a lot faster when you're in that group of other people. You said something before about being a solo and the rugged individualist. I was like that to a fault. I always like the individual sports like tennis and golf where you do it yourself rather than the team sport. I was always almost a little afraid to count on other people. That can cause a problem because you can't go as far as you can with the support of others as you can just on your own.

For me, what turned it around. I was lucky that in college, I actually sent away for an audio tape which was the introduction to Think and Grow Rich. I got this audio tape when I was in college, and I decided okay, let me read

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this book. I read this book, Think and Grow Rich in college in 1982. I still have the book right here actually, a paperback version that most people read. There, I developed this idea, Think and Grow Rich, that I call it white table. What you think about, you bring about.

Think and Grow Rich is not about the law of attraction per se, just think about it happens. It's more about think about it, and then you take the action, you bring it about. I had some good success coming out of college, and I was fortunate enough to purchase. I said, "Oh, I really like this book, Think and Grow Rich, made a big difference. I bought one of the original 5000 copies.

Now, currently, there's 100 million copies in print. But I bought one of the first 5000. And when I opened up that book, I read the first page and I go, I've never read that before. Something is very wrong here. And then I went to the second page, never read that before. It turned out that there were some lost pages. Actually, Napoleon Hill changed the book in 1960. Most people have read what I call the wrong version. But the first two pages of the book, I call them the lost pages, they were Napoleon Hill's personal instructions on how to read the book.

The first page talks a lot about clarity, which I think is, if you asked me, hey, what is the biggest thing someone can do to change their life, it's to make a clarifying decision. We can unpack that a little bit, very powerful. But the second page was about how you can't read the book by itself, that you have to read it with other people, and that you have to mastermind with other people about your, he calls it your chief aim in life, whatever your big goal is, the thing that you're focused on. That you've got

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to do with other people in a spirit of harmony, and that's where the power comes from.

It was within five months of reading that I did five studies of the book, it was within five months of reading that that my business went from being worth about 300,000 to being worth over a million dollars, and I went into this million dollar club with this company, which I'm still working with today, actually. But anyway, that made all the difference for me, and that's why I'm so passionate and excited about mastermind groups because it works. It really, really works.

When you come together physically, a lot of different things happen, right? You avoid that isolation island, you increase your confidence encourage. You're seeing other people do it, it's a safe haven. People share their failures so you can learn from all that stuff.

The mastermind brings out the best in you, but then it also gives you the power of all those other people's experiences. That's what I wasn't tapping into. I wasn't tapping into the collective power of everybody else. When you go to these mastermind groups, or you start one yourself, or you come to Freedom Founders, you're going to feel that power, and that's what's really fulfilling and really energizing is that you feel that power from the other people. And then you realize that you have people that can help you.

One of the things that holds people back the most are limiting beliefs. You just crush those in a mastermind. People will not let you hide under a limiting belief rock. They'll show you through real examples, a lot of times through their own life experiences, how that limiting belief is false. Once you break through those, the sky's the limit.

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David Phelps: So limiting belief would be something that we have grown to believe is true, because we've been taught something by well meaning people, either school, family, or wherever it might be. Or maybe we just had an experience that was in the context of a negative experience. So, we believe that that's a limitation. It's something we believe is true. But in reality, it's not true, and we either consciously or subconsciously will believe that and maintain that belief and it will sabotage, it will self sabotage our efforts, correct?

Blaine Oelkers: Correct. It almost stops you before you start. Henry Ford says, whether you think you can or you think you can't, you're right. He's right. If you don't think you can do it, you're never going to try. That limiting belief is ... Well, like you used to wear the chains. I've seen pictures of you wearing the chains. You can get chained by those limiting beliefs very, very easily. It's hard to break out of those. This concept of white table, what you think about you bring about is really, and Think and Grow Rich, it's really about thought control. It's, how do you control those thoughts? How do you break through those limiting beliefs? How do you break through that little voice that keeps telling you, you can't do it?

One of the big ways you can do that is to get yourself into a mastermind group. That's one of the strongest ways. For me, when I was young, I broke out of that, I changed my thought patterns. There's a saying that says the solution to pollution is dilution. The solution to pollution is dilution. You've got to dilute those limiting beliefs, dilute those negative thoughts. I did it through audio programs, specifically a guy named Jim Rohn but now today, there's so many podcasts like this one that you're listening to right now. There's so much great, uplifting, positive

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material that there is no shortage for you of things that you can pour into your brain to dilute that out, dilute that negative out. You're going to find that ... I had to listen to some programs 50 times to really wash out that negativity, to really now believe that yes, anything is possible. With the right people and the right resources and the right mindset, there's nothing that really can stop you.

I'm never going to be a player in the NBA, let's say, because I don't have the physical skills for that. If that was my goal, there would be ways for me to access that industry and play some role in it. You really break through some of that stuff and then it's like a whole new world.

David Phelps: Yeah, but Blaine, don't sell yourself short. I saw you with the Freedom Founders last June in the tennis tournament. Saw you cover a lot of ground, a lot of speed and agility. You must be thinking some positive thoughts about your tennis game because it seemed to be working there.

Blaine Oelkers: Yeah, that is my sport of choice. I enjoy that quite a bit.

David Phelps: You mentioned the acronym WYTABA W-Y-T-A-Y-B-A. What you think about you bring about. You're a very humble guy. So, I'm going to make this mention because I think people would love to see this. But you did a TED Talk, which is on YouTube, it's gone viral. I don't know how many views you have at this point. But go ahead, how many views have you heard of that? What's the number?

Blaine Oelkers: I think we're over 27,000 views. It's pretty good from just being out there organically on the TED website. It was a bucket list item for me and I got nominated to do it, and

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then you go through an interview process and then they coach you. It was, I don't talk about myself. Like you just said, I don't talk about my personal life very much at all. But when I did that talk, they're like, yeah, you got to give us something big.

I ended up talking about my dad, who actually died the same day my son was born. But I teach about this concept of WYTABA, because I really am a trainer at heart. Then in the TED Talk, we talk about ways that you can program your own subconscious mind and your conscious mind to help you go where you want to go.

David Phelps: People can find that you. You've got an easy to find link or URL which is Blaine, B-L-A-I-N-Etedx.com?

Blaine Oelkers: That's correct. You can find it there.

David Phelps: Let's talk a minute, you talked about the fact that at that TED talk, you had to share something deeper, more personal basis. That's something that's hard for a lot of us to do. Because, well, pride gets in the way, ego gets in the way. We feel like we might lose respect of our peers, we might lose respect of our families if we show that we're vulnerable.

That's one of the things that I find in a good mastermind which has the right people who are there as you said earlier on, that are committed, that are there for the same purpose and reason. As soon as you can be part of a group that strips away the egos and says, look, we're all going to come here, we're going to be committed to this, people are going to stay together for a specified duration of time, at least a limiting time period that could be expanded. But you come with the idea that look, until we become vulnerable and can really share what's in our

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heart, some of the things that maybe have been disappointments or frustrations, challenges, concerns, business or personal, we really can't make real forward progress. It's almost, again, from an outsider, I know when people go to AA meetings. One of the key things is you've got to be able to open up and admit to the areas of your life that maybe aren't working as well as you wish they were. That's where you get support, that's where people can really help us. Talk about that kind of perspective from masterminds and the accountability that comes along with that being vulnerable.

Blaine Oelkers: Yeah. The vulnerability, I didn't at first understand that. That the vulnerability brings relatability. And that if someone comes across as totally perfect or whatever, it's not very relatable. If you want to get answers to problems you have, and if you want to impact other people's lives, you have to be relatable, you have to share the good, the bad and the ugly. That for me was helpful to see. I paid a big price for not doing that. My wife and I early on with our kids, we didn't talk about our failures really at all, especially in front of them. We thought that that was a taboo thing.

That was one of like, if someone, they say, hey, what was your biggest mess up or whatever? As a parent, that was one of my biggest mess ups was not sharing those failures, because those are all learning opportunities. They're not bad, they're not things to hide behind. They're things to learn from, and grow and fail forward. I think in the mastermind group, what happens is, a lot of times, you're coming into a mastermind group and it's not relatives and family and friends and co-workers and things like that, it's this group that all wants to move forward. Because of that, it's a safe place for you to be

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yourself and to let it all out there and share your frustrations and things.

There's a couple of ways to do that. At the mastermind, what happens is typically masterminds are done in a round table settings, where there's anywhere from say, six to eight people at a table. It's not a lot of fun at room sharing, it's more sharing, kneecap to kneecap, belly to belly and working with people, working on your own stuff. But then sharing it and working with people in that small group. And then the best masterminds, Freedom Founders included, take that and expand that out into a virtual weekly meeting. I could go deep on that subject, but when you look at what are the results, routines, the things that produce results in people's lives, having that pulse of a weekly meeting, statistically scientifically has been proven to yield the greatest results.

When they do all the studies about goal achievement, if you think about your goals, people achieve about 40%. If you write them down, it jumps up to about 60. But if you write them down and meet weekly to discuss them with someone else, then it goes up over 75%. It's the sciences behind that, and I've seen it time and time again, you mentioned that I'm working with a lot of different groups. I have Freedom Founders, I also have this group of attorneys, Pest Control owners, there's a custom home builders group, a service industry, which is like air conditioning, plumbing, electricians.

What's funny is initially, there's a little resistance to that weekly pulse, and maybe 50% of the people are checking in. But within six months, typically we're at 80 plus percent of the people checking in. Why do they stay with that check in, is because they're getting results from that

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check in, and they're feeling like they're part of something, but they're also getting some problems solved every week, they're sharing their wins each week. This concept, I call it forced clarity, but they're forced into clarity on a weekly basis. If there are things you can do to force yourself into clarity, like I said earlier, making clarifying decisions will be the number one action item I give people from this call. We could unpack that a little bit but that would be the number one thing is to make those clarifying decision. But when you have forced clarity, every single one week you are going to move forward.

David Phelps: I'm glad you brought that up because that was the other piece I want to talk about. We mentioned, live masterminds, being around with people, you get to build organic, strong relationships where you can share, collaborate, have accountability, that's very important. But what happens in between those times? Like 90 days in between, typically, if you meet, say, four times a year, what happens there? Because I call it Monday morning syndrome. You go somewhere, you get inspired, you're motivated, you want to go back and make some of these changes in your life, in your business and then you hit the wall Monday morning, because what happens? Well, life takes over again, right? Not all those great things that you want to accomplish are going to happen right out of the gate. You still got to get through some of the mire and the muck. To do that, you have to be unstuck.

So, having the pulse of a weekly meeting has been such a strong suit in Freedom Founders. I was one of those, Blaine, that initially when you mentioned, well, it seems to work best on a weekly basis. I'm thinking, I don't know, that seems like a lot of commitment. Yet, we said, you know what, Blaine? Roll it because you've got the

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experience here. You've been doing this for a number of years, I'm not going to discount that at all. Let's give it a roll here. Are dentists, are doctors that much different from accountants or lawyers or other groups you've got experience in? My belief is no, we're all the same. So, let's give this thing a try.

We talked about forced clarity. Here's what I know, and this is what I think where this comes from, is that when we are forced by our own commitment and obligation to our group, whether it's a live group, or it's the virtual group that meets on a weekly basis, that weekly pulse, when we're committed to that group, we have accountability, already forced accountability. You're going to show up because you are part of that group. If you're not there, then you're leaving something away from that group that you said you'd show up.

You show up, you know you're going to show up and now you're also forced because of that commitment to actually think about where you are that week, what you're working on and where you might be stuck. That's the forced clarity because now I come to that group and I've got to articulate in front of my peer group where I'm at. What are my wins, what am I working on, and maybe where I'm stuck. To do that, means I'm becoming intentional and it comes back to WYTAYBA. What you think about comes about. You're forcing me in this group to come and think about the things that are going to get me to the next level faster by leverage points on a weekly basis.

Anyway, to read out the story, Blaine came into Freedom Founders a couple of years ago, laid out our fit meeting groups and Blaine, if I can just brag on you and Freedom

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Founders, but do we still not have the highest rate of engagement week by week?

Blaine Oelkers: You do. Now, I got a couple of groups coming up on your heels. But you guys are still number one. I think this last quarter so far, it's been very close to 90%, which is amazing. What's interesting is that as people and Freedom Founders become free, they still like the weekly meeting, but it's kind of for a different reason, because it starts to switch and they like to be the one to contribute. There is this community sense that what happens is that they got a lot of help from those weekly meetings. But there's a part of the weekly meeting where you're able to then contribute back to the group. You start to feel some significance from giving back.

That also happens a lot at the physical mastermind too. There's a lot of contribution that happens, and there are some good results that come in your own life from contributing as well. So, yeah, it's another little side.

David Phelps: Yeah, no question about it. One more thing I'd like to just touch on, and this is another area that we both have a great amount of belief in this, but that is, what's our time value? During a day, a week, there are all kinds of tasks that every one of us is involved in that we feel like it's part of our responsibility, part of what we have to do, just because we do it. But a lot of times we do these things unconsciously. We go, well, I go to do this, this, this, I got this long to do list and I run through it without really any real thought about it.

You have a concept called the \$10,000 hour. Could you just elaborate a little bit on that?

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Blaine Oelkers: Yeah. Sometimes people say, "Oh, what's that? What do you mean? What's a \$10,000 hour?" A \$10,000 hour is this concept that in an hour's time, you're going to do something that's worth \$10,000. That could be, you could sell something, maybe you have a product that is \$10,000, costs \$10,000. If you sold one of those during this one hour, then that would be the value of the hour. What's interesting though, as an exercise, is to look at and unpack how can you have the highest value hour?

Another example would be, I was working with an attorney, and, he was like, Oh, I don't think I could have a \$10,000 hour. We said, well, let's take a look at price elevation. That's a good example. We spent an hour figuring out how we could raise these prices by 10%. In his case, this area of his business, the client would be, I think it was like \$2,000. He was going to get an extra \$200 but he was doing five of those a month, so, he's going to get an extra \$1,000 a month. I said, "How much will that bring you in the next year?" He said, "\$12,000." I said, "How long are you going to be in business?" He goes, "At least another 10 years." So, you just had \$120,000 hour."

What happens is, it breaks that limiting belief, and you start to look at what is the value of your time? And how can you start to do higher value tasks? You can go through an exercise and say, "Look, I put this many hours of work in this month, I made this much money, my average hourly rate is this." You should stop doing ... I know, David, you talked a lot about these stop doing list. Stop doing those lower level tasks to free yourself up for the higher value tasks.

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There are some things that you can do in the area of delegation. People don't realize delegation, when you delegate something to someone else, that is one of the highest value hours you could have. There was this one thing I did for about two hours a week, and I trained someone else to do it. It took me like six hours to train them to do it. But after that, they've been doing it now for, let's say, three years for me now. They went on to train two other people to do it. The person I trained has already left.

But anyway, there are these concepts of have a very high value, and what can you do that's high value. But again, it's a forced clarity, meaning that you're going to say, look, I'm going to have a \$10,000 hour this Friday at two o'clock. So, you shut everything down from 2:00 to 3:00, and you go in and you focus on all that high value tasks.

Again, it comes back to execution. It comes back to implementation, it comes back to you setting aside the time and doing it. If you're having trouble, chunk it down. A lot of people that I've coached, they can't make the leap. You can get there through leaps and little steps. But if you can't do the lead, then you start with one hour. People will be working on their freedom, let's say or their business, whatever your highest goal is, you can do it for an hour. Just schedule Friday, one hour. If you can't do that, then schedule 30 minutes. If you miss that, then schedule 15, I call it the nano goal, where you get it small enough that you actually do it. Once you do that nano goal, then you start to build the momentum to the bigger goals.

But I've watched people spend just an hour week on their freedom or developing their business to then a half a day,

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then a full day. Within a short period of time, they got free from all the things that were bothering them by using that brainpower. Again, what you think about, you bring about. So, you've got to control those thoughts, and you got to take control of the schedule.

David Phelps: Brilliant, Blaine, brilliant. Do you still have a report that people can get on the 10,000 hour?

Blaine Oelkers: Yes, I do. I think it's at my10khour.com.

David Phelps: Yes, that's what I've got here. My10khour.com, a place where you can get a report on that. It is a highly leveragable perspective to take and people if you'll do that on a regular basis, it's amazing the kind of results you can get. Blaine, this has been really an outstanding interview with you today. Conversation really more than interview. I love that standpoint. Where would be a good place for people to follow some of your works and besides the links we've given today, what would be a good place for people to go?

Blaine Oelkers: I do quite a bit on LinkedIn. I've got 20,000 connections there. So, Blaine Oelkers. If you just Google me, my last name is Oelkers O-E-L-K-E-R-S. My LinkedIn profile will probably come up first. That's one good place. The other links we gave out ... I do have one other report that I think is very valuable for people. We talked a lot about it today, forced clarity. So, forced clarity.com is another website you can go. I've got a report there that goes through how do you gain clarity? Including how to find the time to do it.

But there, we talk about what I think would be, the paramount thing is this clarifying decision. When I got that Think and Grow Rich book, and I opened it up, the very first words of the book says, what do you want most?

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Now, you can open your copy of Think and Grow Rich, see if you have the right one. The very first words are going to say what do you want most? You making a clarifying decision about what you want most in life, that's the domino that falls, that starts everything else. When I made a decision that I was going to work from home. My son, I came back from a business trip, he was one year old, he gave me the cold shoulder. When I made that clarifying decision, that removed hundreds of other decisions because now he's only going to look at things that I could work from home. It took me a year, but now for 24 years, I've worked from home the whole time.

When you, David, you're with your daughter Jenna and you made a clarifying decision about what you were going to do with your life, that was it. That was the pivotal moment. I just say, if you do one thing is spend a little time, make some clarifying decisions and that is going to start the process. That's where you're going to find the motivation to really pull through on that process as well.

David Phelps: Well, it's been great, Blaine. So many great tips here that people can put to use. So, thank you so much for your time today. It's our pleasure to have you as a friend and pleasure to have you as a colleague within the ranks about the mastermind groups. That the collaboration is the key to anything in life if you really want to make some changes for the better, find your group, find your tribe, it's the only way to go.

Blaine Oelkers: Yeah, thank you so much, David. I really appreciate it. Just, a shout out to you and the team that you've put together. If anybody has any contact or experience with David and the Freedom Founders team, you are going to fall in love. It is one of the best teams that I've had the

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pleasure to work on, but it's just a great group of people that are in the business of helping you get free. So, it's a real joy to work with you.

David Phelps: Thank you, Blaine.

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