

## Ep #314: Tony Rubleski - Positive Disruption in 2021



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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, really going to have a great conversation with a good long-time friend of mine, who is somebody that I truly admire as somebody who is a ... well, I'm just going to use his word. He's a trailblazer. He is a trailblazer, and he attracts other trailblazers.

Trailblazing, it's ... I'll let him talk a little bit more about it, but we're in a world today where you have to look at the world ... There's so much change going on, so much change we've all experienced in this last year particularly. There's going to be massive change ahead. And who are the trailblazers? How can you be a trailblazer in your own life? How can you be one to be the leader of your family, your team, your staff, your company, community, the people that you want to serve? How do you get above all the chaos, right? And gosh, there's a lot of people that are depressed today because of the changes that came on so suddenly.

I don't want to get too deep into the woods here, but this is a really important conversation. My guest today is Mr. Tony Rubleski. Tony, sir, how are you?

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Tony Rubleski: Excellent. Good morning there down in Texas, my friend. Good to see you.

David Phelps: It's always good to see you. I think back to when we were traveling more, you've always been traveling because it's what you love to do, because you like to interact with people right there on the scene, whether you're speaking to a group of people or you're coaching or teaching companies in the areas of your expertise. We were just talking about being there. And I remember back when we used to travel, we saw each other on a somewhat regular basis, whether it was planned or sometimes it was just spontaneous, maybe on the street.

Tony Rubleski: Well, I'm going to tell you this. I remember, I have a picture of you and I at Mackinaw Island.

David Phelps: That's right.

Tony Rubleski: Completely random, one of the most difficult places to get to in the US, and I'm like, "Hey, there's David Phelps," with my daughter. And I will never forget the synchronicity that night. Literally, like, "Oh, there's David Phelps," and I was speaking to you guys a month later.

David Phelps: That's right.

Tony Rubleski: What are the odds of that interaction? Here we are.

David Phelps: It's incredible. It's incredible. Well, just to give people a bit of background, Tony is the best-selling creator of the Mind Capture book series. And I'll have Tony explain a bit about Mind Capture. His new book ... Well, actually, we're going to talk about his new book ... One of his recent books ... I mentioned about being a trailblazer ... is Trailblazers: Leadership Lessons from 12 Pioneers who Beat the Odds and Influenced Millions. That came out in 2018.

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He's also an in-demand keynote speaker, strategic business coach, and a 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, CNN Radio, NPR and Entrepreneur Magazine Radio. Tony is a 1994 graduate of Western Michigan University with a degree in marketing, has also been a faculty member and instructor with the US Chamber of Commerce and CEO of Space International. His core expertise and message is designed to help people capture more minds and profits.

Tony, just give our audience a little bit of your history and your involvement, maybe a few of the twists and turns and the pivots that have taken you from early life to where you are today and what makes you tick today, and then we'll jump into to the new book, which is going to be exciting.

Tony Rubleski: Awesome. Well, David, I think the first thing is thank you for everyone listening and the opportunity to come back on. I never take time for granted. The core teaching, what I've been doing the last 15, 20 years is how do you get people's attention, or I call it mind capture. We're in literally a nine second attention span world. Sally Hogshead, one of the trailblazers in my second to last recent book, when I interviewed her, has the data to back it up. I believe it's even shorter now, David, because of social media, Zoom effect, phones. We are bombarded with at least 5 to 7,000 messages per day in North America.

The core teaching 20 years ago, which started the first book and Dan Kennedy, our mutual friend, wrote the forward to that. I didn't know it'd go crazy like this last 15 years, David, where the attention spans would get shorter, the information would not just double, it would multiply tenfold. We're hit with more information today in a 24 hour period in the US than most

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people in the 1850 saw in their entire lifetime. That is a very big challenge for all of us as marketers.

I know a lot of your audience. Many of them I've met at some of the events that you had me on the stage, so hello to them and happy new year. But some of the new folks, essentially, you are a marketer first, and it's a shift. And again, David and I, we can preach all day to each other's choirs. The best marketers with a great value proposition and the right audience will do better. It's a constant struggle of getting the attention factor. It's a little easier now because people are, as we tape this, sort of stuck. They're more in confinement. They're in a lockdown situation in half the US states. People are at home more, and there's some interesting things you can do to get their attention, but you've got to be thinking, hustling and working, AKA, you got to be marketing, David.

That's really the evolution seven books in now with the new one, Cause of Disruption. The evolution of the writing and teaching and philosophy is by having good mentors, a constant thirst to learn and question everything, David. You are the average of the five people. I know Zig has been given credit or Jim Rohn, but in business, it's particularly important to think about. I'm hiring on a new coach this year. I'm going to shuffle the deck again. And I coach people like you do, but I go to other coaches to help me. And I believe if you have a coach, they should be coached by someone above them, right?

David Phelps: Exactly.

Tony Rubleski: To try to summarize the introduction there, it's been an interesting process. And I look at it every day like Les Brown taught me directly. You just got to be hungry. And it's not a greed perspective. It's a hunger for knowledge. And if you really believe in what you do, you want to help people. That to me is the benevolent marketer is when you're passionate and you

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really believe in it, people will be drawn to you. There's my two cents.

David Phelps: I love what you said about you have to question everything because it's so easy I think today, as you said, there's so many messages that are coming out and people are just looking for some guidance, right? Everybody's looking for who's the person or who do I follow, right, whether it's social media or otherwise, who can lead me to my promised land? And there's no such one person. You have to be discerning. We have to be so discerning. It's so hard to do today.

And the way I find, just as you said, is I have to surround myself with people like you who can help keep me sharp. And if I'm not for some reason asking the right questions, I'm not really digging into my actions or my ideas, which they flow thousands a minutes, right, but who's going to ... right? I mean, but kind of have somebody around us, as you said, a coach, and you got to have your tribe, your circle of five, whatever you want to call it, that you reach out to or you're in contact with on a regular basis, because we all need that. I don't care how smart you are, how hard working you are, how much perseverance you have. Those are all great traits. But gosh, if you're on the wrong path, just because you can't see the forest for the trees, what good has that done you, right? I love it. Question everything.

I guess I could say this. I'm a man of faith. I know you are as well. And even when I sit in church, the senior pastor, who knows way more about the bible than I do, I still ... In the message, I'm still just listening for little things and my wife can't stand it sometimes when I'll get in the car and say, but I have to. I have to do that. I have to question. That's not a lack of respect, not at all. No. I respect anybody who studies something. Well, I don't have to agree with them, but I respect

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them for their study in it whether I agree or not, but I still want the right to question.

Tony Rubleski: Yeah. Well, I think we both are in alignment there. I've always been the troublemaker in the pew. At one point I entertained for about a year becoming a priest back in grade school because I went to Catholic school and then I switched to a public high school. But the point is I knew early on, I'm like, "I don't know if I could fit into the mold of that," because I was asking too many questions. No disrespect to the Catholic faith. I just knew at early age the inquisitiveness in not following the structure all the time would get me in trouble, David.

Maybe marketing, his path for me is a great extension of teaching because I'm allowed to test, to create, to try new things, to get feedback. I look at it right now and the environment we're in early '21 taping this, to go it alone as a business entrepreneur or marketer is foolish. And if people are going to go, "That's because you coach people and you're trying to sell books," okay, maybe. However, this economy with all the radical changes, they're radical. I'm not playing politics. There's stuff we've never seen. You have to have that good team around you to lift you up, to push you too and to give you constructive feedback.

I'm very careful not to shoot down getting negative feedback because to me, if it's from the right person, it helps me to get better, to serve more. And I look for patterns, David. If someone keeps saying the same thing over and over, I say, "Well, I might want to rethink this because I'm too biased. I'm too close to it." And if several key people say, "Have you thought about this?", that's probably a clue.

David Phelps: You're so right. We all have this cognitive dissonance, right? That's what we're talking about, right? And we always look for people or media that affirms our bias, wherever it came

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from. But smart people, as you said, we still want to keep plugged in with people who might have a different point-of-view and let them ... I won't say attack you. We don't want them to attack, but let them attack your thinking, your prejudices to make sure ... Iron sharpens iron. And I want to be open enough in my life to realize that what I believed yesterday or last year or 10 years ago, and maybe still believe today, maybe there's a reason that to change some of that. And you have to be wise enough to be open to changes and not think you know it all just because you lived X number of years and you've experienced this or that and came to that point. So well said, my friend. So well said.

I guess based on the fact that you've always been inquisitive and kind of a disruptor in your own right. Makes you probably not a very good employee. Just for our audience, how long were you ever an employee back in the day? How long did that last for you?

Tony Rubleski: That's a great question. I don't get that often. Well, I worked in telecom sales for almost 10 years. In my early 30s, I went into the advertising space, kind of like a small version of Mad Men, the ad agency business, for three years as a VP of sales at a small agency. Working for the man for 9, 10 years in telecom taught me a lot, organization recruiting, sales goals, et cetera. The challenge was advertising. It was like, "Oh my gosh, this is like a cornucopia where I can try crazy stuff or I can do fun mailers. I can leave crazy voicemail messages," and have the license to do it because people are like, "We want your creativity."

It was probably a 12 or 13 year run where I worked for someone. The difference now is as an employee, my corporate clients, it's striking that balance, David, where I am employed by them as more like a contractor. But I also know that there's

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lines I can push up against and lines where they're paying me to act as if I'm almost an off the shelf marketing guy or a trainer. It's changed, but I can pick and choose more who I want to work with, which is a blessing. I'm grateful for that.

David Phelps: Exactly. Tony, one more question and I want to get into the new book. Was there any particular turning point, defining moment for you in your life, an epiphany, a wake up call that substantially changed your direction? Not that you haven't always had the entrepreneurial spirit within you. I know that's been with you since you were a kid, but is there anything that you can relate to the audience? Because I think a lot of people, either they're going through some things right now or they've been through some or will go through something and I think it's always great to talk to people who I know are, again, trailblazers and have more than survived, they've thrived through these turns, but during the time that you're going through the turn or the moment, it's not very comfortable. Anything you can share?

Tony Rubleski: Something that hits me right away is let's go back to March of 2020, so not too far in the past, 9, 10 months ago. When everything started to shut down, particularly here where I'm based in the Midwest, it's pretty much still locked down, David. All of a sudden I was getting calls like a cascade effect over three days, "We can't bring you in. We're going to cancel. We're going to delay." Within about four days, most of my revenue was shut down for speaking and touring as a writer. I love to go out and tour. It's a little bit unique. I enjoy the road.

All of a sudden I'm like, "What are you going to do now?" And I remember a conversation with my CPA saying, "Look, you've got to really rethink how you're going to ride this out," because speaking still, live events, aren't going, David. They're very rare, like the white unicorn, "Oh my gosh, a live event." I believe

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they'll come back. But here's what I had to do. I had some dark nights of the soul in March and April just sitting down and I talk about in the new book, praying, walking, meditating, asking God, not begging him, "Where do you want me to go?"

And I know I had some marketing talents I could pivot into the cliché of taking a corporate job. Nothing wrong with that. But I thought, "No, be patient with this. Meditate on it. Do some self-reflection," because I was kind of going, "Boy, is this it?" It's very troubling when I would say 75, 80% of my revenue disappeared within a week. Now, I had some reserves built up. However, I was in the position as the lone wolf with a couple of people on my team to ride this out nine months to a year.

It taught me that, "Okay, this is where your marketing shops are going to have to also come into play, and what's the project?" Here's the question I asked in late March and early April.

"What's something you've wanted to do the next few months that you've been pushing off?" The entire genesis of Positive Disruption, the new book, was written because I said, "If you don't do it now, there's a strong chance you're going to get busy again when things turn back on that you won't go back to do the book."

it was very much an aggressive 90 day goal. I remember it was Mother's Day of 2020. I'd set it in front of a few people. I said, "Here's the goal," and off we went. It's one of those things that not everything is perfect. The bios are great, David, and I appreciate the introduction, but through there is usually valleys of intense adversity business-wise, which most of us have gone through, especially in 2020, now into '21, and you go through personal storms or adversities.

There's other things that were happening last summer as the book was being written quickly to get it done that I'll never talk about. I have children that were having issues with the

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lockdown, family members, relationships. I think everyone that's gone through 2020 realized it strained every component of society, especially the family and work structures, David.

David Phelps: Yes, yes.

Tony Rubleski: There's a lot of external pulling and people trying to lean on us as leaders or trailblazers to help them. But I also ask the question for your audiences, what are you doing to recharge your batteries? If you're the leader, which many of you are listening, your energy is like a dying cell phone. If you don't recharge it with your faith walk, with your health, your nutrition, breathing, meditation, getting a massage, whatever you need to do to recharge you, you can't give out as much because you will burn out. And this is a conversation. A lot of my clients and leaders were kind of burned out some days, David.

Going back to your question, that was a major turning point ... I call it a redirect ... was in April, May of last year to say, "You've got to really think how bad do you want it? What do you want to do going forward, especially with everything being uncertain?"

David Phelps: The project was something that's been on the shelf for a while. We're talking again about the new book, Positive Disruption. I've got it right here in my hands. Thank you for sending me the personal copy. That was a project that was on the shelf. Did you actually have the title? Was that already set as well? Or give me a little bit more of the backstory that prompted you to, "Okay, I'm going to take this on now." How had you been leading up to it? Because as you said, we've all had and will continue to have disruption and adversity in our lives. The pandemic was a major one that affected everybody, so it prompted you to go ahead and move forward. But what it led you up to thinking about writing about disruption?

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Tony Rubleski: This is the first time I've been asked that question, and I'll reveal this. The title of the book was based on an interview with Dan Kennedy when he interviewed me for Diamond several years ago and the transcript. I remember I said something, I said, "I like to positively disrupt." And Dan goes, "Ooh, I like that." I don't know why that sparked back in, but here's a big believer as a marketer, you have to have a great title.

David Phelps: Yes.

Tony Rubleski: I outlined out rough sketches of the next few books. It's like a long-term goal, David, is to have 10 books written by age 50, so it's an aggressive what they call a BHAG, big, hairy, audacious goal. I went back through my notes and said, "What are the next three outlines of books that you're looking to write anyway?" And a book on quotes and questions came in that I'd outlined about a year earlier. Then I thought, "You got to make it different." The title is everything, David. I wonder where we learned this.

For some reason ... I don't know if it was walking ... about a week or two, I went, "Oh my gosh, if you had Dan Kennedy stop in the middle of an interview and go, 'Ooh, I like that,' there's a clue." We got to give the ultimate no BS guy a lot of credit there because it was the spark of an interview talking about, I think the trailblazer book and it had come up, "Well, why do you do what you do?" I've never shared that until now the genesis of the title was an interview with Dan Kennedy. There's the philosophy behind it was a great conversation.

David Phelps: And I think a key thing is you talk about meditating, walking, taking time. Most of the world today lacks the ability or doesn't prioritize enough that time, soul-searching time where you can think back about events, conversations you've had with people, things that have happened because there's always something there, but we go so fast in life, we're just streaming

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across the surface so fast that we lose that opportunity. And again, some of what you is in the book is this disruption, as you said, the shutdown, the time at home, there's a lot of positives that came out of that, many, many.

Let's get into the book. Let's get into the book a little bit. Talk about how you want readers to use the book. What's the premise here? Because it's a quote in a question. How did you develop it and how do people get the most out of it?

Tony Rubleski: Well, I think if anything, the book ... I'll tee it up ... is I'm sort of the lighter of the match. I'll light the match, reader gets it. It has been fascinating to see the reviews and feedback, David, what people are doing with this, is I'm the conduit that says, "All right, the book is really about you." Now, again, I loved and enjoyed writing the book, as I mentioned at the beginning. There's only about 10 or 12 pages of me writing the genesis and why it was important to do it. But once you get to the day, it's a quote and a question to shift your perception. It's a journal.

Imagine the components of a great quote, a provocative question and a journal on each daily page. It's a fusion, David, of things that I've been doing for 15, 20 years as a personal development guy, that I said, "How do we make it different?" There's a lot of great quote books. There's a lot of devotionals. How do we have fun with it with our own unique way of looking at it, but also make it where the reader goes, "Wow, I'm getting hooked on this as a daily habit"?

A couple of quick examples of what we're hearing in this field. I have people texting me, Facebook messaging me, you've seen, they post pictures with a book and they're like, "Look, we've sat down, for example, with family and every night with our family, we talk about the quote and the question at the dinner table." David, I didn't see that. I had no clue people were going to take it and use it that way. A lot of people using their morning

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journal. They use it before they go to bed. They complement it with their other journals or their Jesus calling book, their devotionals.

It's been fascinating and kind of humbling, David. I'm a marketing guy. And the book is more about self-reflection, especially in a year 2020, which was massive social disruption. I've said in other interviews, 2021 to me is when I hit the road again, I've got speaking gigs live coming up before we started taping is I want it to be a year of positive disruption. We can focus on all the garbage and the trash and the drama and the gossip. That's easy. But if we look back inward, David, and we self-reflect, people call it the holy spirit, the other self—you have that great intuition. When did we stop listening to our intuition, David?

And that's the genesis of how the book was written because I would sit underneath the tree ... literally, it's in the book ... for an hour or two each day and just say, "Turn your brain down, have fun with this and enjoy the process." Easily the most fun book, the quickest book I've ever written. Again, people think, "Well, there's not a lot in here," but the questions was probably the trickiest part, David.

David Phelps: I'll bet. Yeah.

Tony Rubleski: Thousands of quotes to culminate into what would be a good feel that I enjoy and that the audience may enjoy in that order. Let me repeat. What I enjoy and what the audience enjoys. There is that creative tension you have to have as a writer to make sure that you like it, but the audience can also see value.

And in the questions, that was the tricky part because we had 90 days. It was like, "Hurry up," and you'd go back and reread the questions. I had a great editor, Kelsey Turk, who's on my

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team now much more. And she went through and said, "Look, some of the questions are redundant. Go back and revise them. Go back again." And when you have a great editing team on your side, especially with a tight deadline, David, the book you're holding normally takes nine months to 12 months minimum to pull off what we did in four. That's not me. I'm the conductor of the train, but the people on the train were phenomenal to get that done under the speed of the deadlines we set to get it out, especially by Christmas time, year end, which we're taping now. That's sort of my quick three or four minute answer there, but these are good questions I'm typically not asked.

David Phelps: I'm just looking at today, we are recording on January 6th, 2021. Open the book. The quote is, "You adapt, you overcome, you improvise," written by Gunny Highway. The question you posed is, "For a major challenge you're currently facing, have you explored several options to solve it?" How many people today thinking about that, reading that would certainly identify problems, dilemmas that they're in right now? And the quandary we get into very quickly is, "Oh my gosh, what do I do? What do I do?" And just starting to brainstorm and realize that there are different ways you can go and then you can take those thoughts, those ideas to other people and then get some feedback and then start making some movements, some momentum to actually start moving forward and not being stuck in that place, but that's just one example in the book, how this book's being used.

And I love the fact ... and I agree with you. I think it's a great book too. Also, as a leader, whether it's your family or your team, your staff, what a great way to start a day if you're getting conversations started or the end of the day when you're recounting what happened during the day, and you've got your family, your kids, your spouse, to have a conversation point. It's

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lacking today, as we well know, in the attention deficit, fast-moving society we have. These conversations are just not happening and what a great chance to reinvigorate that amongst the people you care about and the people you want to have conversations with and go deeper with, like maybe you've been doing in the past.

Tony Rubleski: David, this to me at this marker in time was the greatest compliment to get on the book. My daughter, Taylor, is 21. Like everyone else, she's going through challenges as all teenagers and college students are. About a week ago, she was at my house. She goes, "Hey Dad, I'm going to start the book on January 1st." I'm in my chair, floored. I'm like, "Oh my gosh, really?" And I started on January 1st. I'm holding it up here as we're doing the Zoom. It's been fun to go through it. Now I can look at it and bring fresh eyes to the work that was created and now you can implement it to to be a student of your work. That to me, I'm extremely honored and grateful when people tell me the stories, but to have one of your own kids say, "I'm going to do this," I'm like, "Wow. Okay, cool. Thank you, God. I didn't see that happening because I'm dad," you know what I mean, and sometimes I don't know anything until 10 years later.

David Phelps: Exactly. Exactly. No, that's that's really good. Well, last thing I want to just bring back before we close down today, Tony, is the other thing you just mentioned was having a great team, people around you. You are the conductor, you are a visionary, you've been a visionary all your life. As visionaries, it's hard for us to be finishers. It's really, really hard. We like to set things up. We like to orchestrate, but have somebody else do the work, right? I mean, it's just—

I know we've got a lot of people that are listening today that are in that position, in their businesses or passions they have in life. And I know for myself that a lot of my younger years, I didn't

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really ... was able to express really fully who I was until I kind of granted myself permission. I don't grant myself permission, but I left the role that I think I had let society indoctrinate me with simply because I had a certain propensity to be able to, "Well, let's just face it. I could take tests well and regurgitate information, big deal." But that's what gets you through school, right?

And so people are like, "Oh, you're smart. That means you should be" ... You should. Hate that word, right? You should. And so a lot of us get kind of railroaded into that because of some propensity we have, some certain skill sets, whatever it may be. You may be creative. You may be theatrical. You may be a great speaker. Well, great. Those are great skill sets, but allowing society to dictate then this is the box you fit in, oh my gosh, it's such a bad place to be.

And I want people listening today who are the visionaries, the leaders, the owners, the people who are inspiring other people to take the opportunity to explore who they really are and to have the ability to express themselves. Having that mission is what draws great people to you. When you are excited about something, when you want to help people a certain way, you want to solve problems for a certain group of people, that's what excites other people. And I think we're in a world today where people are really looking for the value of the mission, the people who are doing something, not just trading time for dollars, not just building a company to have big revenues or EBITDA. You got to have that, but what's the real purpose behind this? Who are we really helping? When you can start to express that to the people around you, there's nothing like it. And then that's how you get to grow. I think that's the fun part. And that's who you are all the way, my friend.

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Tony Rubleski: Well, thank you. A couple of things I gathered from your enthusiasm. I could see your wheels turning. We're Zooming here. I know there's a podcast component. Your energy went way up and you said something near the end of that, fun. One of the requirements going forward now I believe for organizations that want to adapt and improvise, overcome ... That's from the movie Heartbreak Ridge. Clint Eastwood said that, that quote for the day ... is you have to have fun. It's contagious. People are drawn to it. Humor is the great medicine of the world, that and music, okay? a great song and laughter and comedy get people to change their emotional states.

Some of it sounds a little Tony Robbins. I call him the other Tony R, David. It's true. We call it here where the office is it, we call it the book factory. It's all decked out in cool Christmas stuff. There's books everywhere. People come by and buy books like, "This is really fun and really cool." That's by design. And I think if anything, looking back, the lesson also in the rearview mirror of '20 is everything got completely in essence almost started over in many industries. There's a fresh slate and you get to design your own life.

I want to show this not as just a strong opinion. I've been interviewed a lot about the book and there was an interview last week for a gentleman in Remax, okay? And he asks, "Well, why is personal development so important?" I said, "Why not?" I hope you are developing yourself personally along multiple lines because if you're being programmed by society and the internet, you're going to have a lot of issues because it's built on doubt, division. Doubt and division's what they sell.

Unless you proactively override the software, one of my daily I ams, and I do a journaling every morning, devotionals like, "I am grateful for today and I am daily programming my mind for success." And if I miss him in the morning, I can tell him off.

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Sometimes I'll go back at lunchtime and do it or at nighttime. But you have to daily program your mind also for gratitude, David, and it cures a lot of things.

Now, there's a pragmatic side of me. That's my Dan Kennedy training, okay? However, I don't want to lose that seven-year-old that likes to create and have fun and laugh and do a promotion where the CEOs call me laughing. This isn't to boast to your audience. They're like, "God, this is funny. Who are you?" And it starts conversations. It's so big. The marketplace is begging for something different. That's Jay Abraham, one of my other mentors, silently begging to be led because most marketing and messaging is god awful boring. And if you can have some fun and not be afraid to get shot with a couple of doubters and haters, move forward, my friend.

David Phelps: That's right.

Tony Rubleski: New year, new attitude. I know these are cliches, but '20 taught us that every can change in a day, completely change. And no one got I would say disimpacted by this. If you see Buffett and other people on television or an interview saying, "Hey, this changed everything," then to deny it is a lie. How do you want to re-imagine and direct your business going forward into '21? That's the question.

David Phelps: That's a great question, Tony and I 100% agree. It's a clean slate. Take advantage of it for sure. Well, Tony Rubleski, so much fun as always to converse with you and just catch up. If people want to, obviously they can buy the book, where? Best place to get the book?

Tony Rubleski: Well, the easiest thing to do is I'm a pretty active on social media with our team. If they go over to [mindcapturegroup.com](http://mindcapturegroup.com), that's our core website, David, [mindcapturegroup.com](http://mindcapturegroup.com). But if you look up my name on Facebook or Instagram, or we have

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Mind Capture as a business page, we have a direct link for the book. And there's a quick marketing thought here.

We're bypassing Amazon. We're directly shipping to the customer or the client, because we have a lot of corporate groups buying 100, 200 copies, and a lot of people want the books customized and I'm not on the road right now as much. We can set up our systems where I can pull back and have fun at the book factory, we call it. We have direct access. You can't find it on Amazon yet. That could change, but where you can get it directly. Just Google my name or Mind Capture on Facebook or Instagram. And we can go from there.

David Phelps: Great. We'll put that in the show notes. Great book. I think people should definitely at least get a copy, but when you get one, you're going to want to share it. And I think it's a great disruptor in a positive way for the year.

Tony Rubleski: Thank you.

David Phelps: Thank you, Tony.

Tony Rubleski: That's the goal, my friend. Take care.

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