

**Ep #338: Jim Palmer - Legacy Changes Everything**



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**Dr. David Phelps**

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David Phelps: Hi, it's David here. On this week's podcast, I'm going to share with you an interview that a good friend of mine, Mr. Jim Palmer, did with me regarding my book, *What's Your Next?*. Jim is a longtime friend, colleague mentor, someone who I truly respect and who has his own story about twists and turns and moving his once very constrained life to a purposeful life today where he lives his freedom lifestyle. We talked a lot about legacy, how to create legacy today not waiting till someday down the road, living your life by intention and creating a real freedom lifestyle. A business that serves your purpose, your life, but also creates the impact that you want to have. I hope you'll enjoy this episode.

Jim Palmer: Okay, so I want to bring on Dr. David Phelps right now, the author of this amazing book that I've been talking to you about, *What's Your Next?*. David, how are you doing today?

David Phelps: Jim, I'm fantastic. It's always even better when I get to talk to you, my friend. So thanks for having me on today.

Jim Palmer: First of all, I mean, congratulations on an amazing book. Now, I did interview you for a full half-hour about how awesome this book is. I'll link to that below in case you missed it. But you know what's interesting about being an author David and I know this isn't your first book so you've probably felt this before but, the written word can be so powerful. The fifth strategy David, as you know, is invest in your legacy. And as I was reading

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that, it really got me to thinking because I'll be 63 in another month and I mean, I'm not ready for a walker yet. But at a certain point, you start looking backwards a little bit to make sure when the curtain comes down, I hope that was my time on main stage was well spent. So I shared with the folks a few minutes ago David that I'm going to be offering all of my six business building books including Decide, which is the mindset book. People can download them whether it's at iBooks, Apple iBooks, or The Nook, I think it's called on Barnes and Noble, or through Amazon Kindle. Absolutely free, no opt-in. Just take the information. Because honestly, I shared that I don't really want to work hard than I'm working now. I worked very hard to get to this three-day work schedule and I like it. But I think this is how I'm going to have a bigger impact. So I brought you on. First of all, what do you think of that revelation and the impact that your book has had on me?

David Phelps: Well, that's very inspiring to meet you because we don't always know and just getting the feedback from somebody, you and I both know what

it feels like when somebody that we've helped or coach the client or anybody, don't have to be actually a client. But somebody says something you did, something you said to me, whatever it was, here's how it affected me personally possibly in my life or my business or my family. Those are the things that I think the seeds of what legacy is about to me Jim. As I said in the book and I was very guilty early on of being very driven by scarcity mindset. I've got a pilot up by one security for my family. How much is enough, stuff like on the book. And I was very driven. Many of the people we work with are driven, right? And finally, through ups and downs, and turns, and probably the biggest piece for me Jim, and I alluded to a little bit in this chapter in the book was my father. And when I actually had time to think back on my own father who passed away just two years ago from cancer, but thinking about how he impacted people and it was in small ways. It was in small ways but very significant. And I think that's what really started make me think about what am I doing. And then, yeah, as I said, the stories that people will give back to you and say and you see them all the time. You might see with the coaching members that you have is

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sometimes there's a big things and sometimes there's small things, but they all add up. They all have a compound effect.

Jim Palmer: Right. And the, I don't recall, the torturous thing for me was you work really hard to achieve a goal, and I think you and I talked about this when you interviewed me. And then, do you have the courage to go live the life that you worked so hard for without feeling guilty about it? So, should I coach four days a week, five days a week? I could help a lot more people, yup. But then, I can't live this lifestyle that Stephanie and I love so much. When do people generally start thinking about a legacy or should they?

David Phelps: Well, I think, unfortunately, a lot of people wait until they have the benefit of living a long life. It's when they're in the latter days, perhaps. They've been sick or maybe it's cancer chronic illness. They're starting to reflect back and then it's like it's almost too late. It's almost like they think, what impact did I have over people? Maybe there's some good things, right? They start thinking about at the end of life as my point, where they think in terms of legacy is being assets or wealth or some kind of pass on. That can be part of it for sure, estate planning. But really I think it's, as I said in the book, it's not what we leave to people in terms of materialism but what we leave in them, how do we make people feel. I think is a big part of how people remember us is, again, I can just relate back to stories that people have told me who knew my dad and it wasn't that my, well, sometimes it was he did some great things like he was a surgeon, so that's one piece. But it was actually more times than that Jim. It's how he made people feel. I got to see that when I was a little small kid like 8-10 years old and I would follow him on his rounds to the hospital seeing the patient then surgery on. And I remember walking along with him. It didn't affect me then cause I just thought was my dad. But now looking back and go, wait a minute, he stopped along the way through the hospital not looking like I'm up here, I'm the doctor but he would make eye contact and actually speak to, have words to people that were at a lower level of statue, let's put it that way, but custodians and the nurse AIDS, or people or ladies at work in the cafeteria

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lunch like the hospital. He would stop and always have make genuine talk with a knot and smile. I saw how he lifted people up. I thought that's who I want to be and I wasn't that way early on. I've had to develop into thinking more consciously about how I can lift people up just by the small things I do by recognition that people are important. So I think that's what we have to start thinking about our legacy. We're living it right now. Right now, every day. It's not something you leave at the end. It's not like you have a stadium or a building named after you. That's not really legacy.

Jim Palmer: Yeah, exactly.

David Phelps: Well, that's not what I'm looking for here. So that's what I think.

Jim Palmer: I'm just curious David in our three or four minutes that we have left. So, when I was reading your book, The Five Investments. Invest in yourself, invest in your business, invest in your relationships, invest in your capital. Those all fit my model of what Dr. David is doing especially with his group Freedom Founders, which is awesome. And then invest in your legacy. It's not that it didn't belong but it caught me off guard a little bit. Was the chapter really driven by losing your dad or are you sort of having those thoughts yourself?

David Phelps: Well, both. It's reflecting on our own lives and experience when we finally take time to do that. And again, for most of my life driven hard, I was reflecting on a whole lot other than what's the next thing I need to be doing, right? So time to reflect, part of it was time when my daughter was sick in the hospital. Again, a time of slowing down, reflecting because of the circumstances. My dad passes away. I start thinking more about his life. With my sister's going through, the family archives, and thinking who really was this man that I kind of took for granted. I mean, not entirely but nothing about

what was the impact he had. And when I realized Jim is why I came down to this. What people are looking for is more the power of our example, and not an example of our power. Again, you can have statue, you can have a

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title, you could be big and things you do but people are looking more for the example of who you are a regular basis, the real you and not just that you're maybe powerful or you've done all these things. That's what people want to see and I think that was really what my dad was about. And that's who I want to be more of the rest of my life.

Jim Palmer: So as you and I are doing this, I think we're at least thirty days out from your launch, if not more. But right, we're about a month.

David Phelps: Yeah, I think we're a couple of months down the road, yes.

Jim Palmer: So I'm just curious, has anything hit you about the book? I don't know if my note to you hit you from both side of the head, so to speak.

David Phelps: Well, it has been. Again, I had no idea. Doing this book was downloading my thoughts and my experiences. Didn't open resonate but yes, people like your note and I said there's one of our freedom founders, the spouse of one of our freedom founders groups, her husband read the book first and then she read it. This just a few weeks ago. And she came on to one of our group calls and she was just being genuine. But she said, "When I read this book," she said, "it meant so much to me." She said, "It had the purpose and meaning." She said, "I thought this group, Freedom Founders, was going to be about just making money and focus on real estate and stuff." She goes, "What I realized is that this is really what's in this book. It's a bigger purpose, right? There's these different assets you can build, but really, at the end, it's like who are we as people, what's our purpose and meaning? And to get to that point, many times we are so driven the other areas that we leave that outside and we think what we just got to do all these things to build up our statue and our wealth and it's not about that." So, from real people that said, give us this voice spoke to me. Yeah. That's great.

Jim Palmer: So I'm guessing whether you've sold a thousand or ten thousand books. What you just said right there, that meant more to you as

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the author of this book than whatever checks you get from Amazon or whatever, right.

David Phelps: Yeah. I tell people I'm not going to be a John Grisham, so I'm not going to make a livelihood out of selling bestsellers. But yes, in the right hands, the people that resonates and can make a difference in how they're living their life and what they want to show another people starting locally with their own family. I think that's where it starts there and then you can expand that out. Your influence can be whatever you want to be. It doesn't have to be wide, huge but just the people that you have the option to show into on some kind of regular basis in your community locally, whatever that might be. I think that's what legacy is about.

Jim Palmer: All right David, where can people get a copy of What's Your Next? Where would you like them to go?

David Phelps: Amazon is going to be the quick-cook easy one. Yeah, I'd say it's a go there to Amazon and it's their love to have people grabbing. I appreciate your feedback on it Jim. That means a lot to me because we've been good friends for so many years and I know where your heart is in life. And the feedback you gave me was really, really valuable. Thank you.

Jim Palmer: Appreciate that. David, thank you so much. I really appreciate it. What's Your Next?, go get a copy of this amazing book. Thank you so much David.

David Phelps: Jim, it's my pleasure. Thank you.

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