

Don't Quit.
Lessons in Resilience, Reinvention, and Relentless Action
Tony Rubleski: Ep# 570



Tony Rubleski:

The entrepreneur journey is the loneliest job in the world, if you choose it to be. You're have days you're like, why am I doing this? It'd be so much easier to go do something else. For me, it's a lot about the mindset.

What habits are you doing to crank up your mindset when you don't feel like doing it? And the book talks a lot of ways to do this. Eventually you'll hit that finish line.

Dr. David Phelps:

Decades ago, I hustled to grow my dental practice and real estate empire. Society patted me on the back and every new deal and patient reinforced the success they said I had. Then my daughter Jenna was diagnosed with leukemia. Nine years, several intense chemo treatments and years of epileptic seizures, my daughter was given one more miracle, a life-saving liver transplant.

In that hospital, I realized I wasn't successful. I had money, I had real estate assets and a business, but the only thing that mattered was time with my daughter. In that hospital room, I decided to sell my business, leave active income, and sustain my lifestyle with my real estate assets. Now, Jenna is healthy and all grown up, and me?

I am teaching others to do what I did. And I continue to uncover the principles, strategies, and lessons we can apply in business and investing to create ultimate freedom for what matters most to each of us. Welcome to the Freedom Founders podcast. Today, I'm joined by my longtime friend and powerhouse author, Tony Rubleski, best known for his mind capture series and decades of keynote speaking.

Tony is launching a brand new book called Don't Quit, 50 lessons from the pages and stages of life. It's filled with hard earned insights, audible stories, and powerful mindset tools such as why discipline matters and what to do when motivation disappears, how asking more and following up pays off, the power of forgiveness. and how to give yourself permission to reinvent. Whether you're a seasoned entrepreneur or simply navigating life's challenges, brings clarity, courage, and a healthy dose of inspiration.

Let's get into it. Hey, Tony, it's wonderful to have you back again. I was just talking to you as we were getting ready to roll out here today. I love to follow you, or maybe Facebook forces me to follow you or whoever said it.

You force me, you're out in front all the time and since we've good friends for, I mean, over a decade and we just keep crossing each other in different places. mean, sometimes physically. you're back on island, know, we just cross each other and you keep surfacing in very relevant ways. And I mean that sincerely to you.

And that's why I told Lindsay a few weeks ago, I said, said, dog got it. Tony keeps circulating around me. go.

Tony Rubleski:

Yep.

Dr. David Phelps:

There's a reason for that. thought I know what it is because we're in a we're in an era right now. I want you to go down deep because we're talking about your new book and I'm excited about that. You've written so many great books.

You're an author of so many books. This one's timely. Let's just jump right into it. The title is Don't Quit 50 Lessons from the Pages and Stages of Life.

Let's just jump right in. I get the title. mean, most people are like, OK, don't quit. Well, no one wants to quit.

I mean, we're all about like. But but Tony. Why this book now? What brought this to the forefront now?

Tony Rubleski:

Well, David, thank you again. Real quick, before I answer, we go back to masterminding days with our first coaches. So I you and I being on mastermind panels together, you know, helping other entrepreneurs with our coaches, and now we coach and lead. how cool that we've come full circle all these years later to help each other.

And I love your team. I've met many of your members at different conferences. So the book, Why It's Now, it was a goal when I turned 50 to put something out that looked back on the last 15, 20 years. So now that I'm 53, David, it took a little bit longer than I thought.

Life does happen. Some other books got in front of that that were much more timely. They're easier to get out there. They're much more relevant.

So this one was probably the most difficult to write besides the first mind capture book in the series, which was written a long, long time ago. Dan Kennedy did the forward to that when I was just a puppy in marketing. So always grateful, but this was challenging because of the fact that I'm looking back at the last 20 years as a professional speaker, author and business coach saying, What were the 50 lessons? really the advanced reviews, you've seen some of it.

I'm surprised as I'm so close to it. We have a good team that helped curate, edit it down to take all those 20 years of lessons, good and challenging, David. The book has got some pretty interesting stories there of hit and rock bottom. Not that we set out to achieve that, but sometimes it does happen as an entrepreneur.

So the advanced reviews are like, man, this is going to open up a lot of people's eyes that you keep pushing forward. And I have some people like, man, you're the most persistent person we've ever met. Well, thank you for that. I've also had great mentors, Faith Walk, good team around me.

It's a combination of, say, we go into 2026, the morale throughout the country, particularly in the United States is very down, David. I mean, you see it like I do, maybe not so much our inner circles because of our associations, but when I brought into a keynote in front of 700 people, the all staff, you can tell half that room doesn't want to be there. And the goal is not to motivate them and get them rah rah, but to get them to think. To, when the time I'm done with them, inspire them.

And this book has got a lot of funny stories. It's got some success stories, obviously. And it's got some very dark chapters, not because I'm trying to bring people down. That's who I used to be, David.

That's not where I'm at today.

Dr. David Phelps:

You used to bring people down? I've never... Who was that guy? Because I've never seen that.

Tony Rubleski:

Well, I think the big thing is it's like put all the cards on the table and some of the stories in the book were very painful to go back and try to crystallize and make it relevant for the reader that, hey, you're going through tough situation. We go through them, too. And just because people think that, know, on social media, is perfect. We know.

I don't show myself at 5 a.m. or in an airport writing or at 3 a.m. getting up to go to travel to an event. That's not sexy.

However, this book was just like Sarah. What if you were to pass away? What would you want to leave for your children, your key clients, and your close friends about the journey of life that's relevant for them? Not just about me, me, me, me.

That becomes really overdone. And the goal is someone walks away with these 50 lessons and goes, wow, that really struck me today. Some advanced reviews, people said, look, you should read one lesson per week and reflect on that. So you can make it like an annual event where you go through the chapters once a week.

But to me, timing. I didn't know it seems to be like positive disruption. The other books that I've written that you've promoted and we've talked about at some of your conferences, for some reason, maybe that delay was a Godwink, I call it, that we put this out starting in a new year. And again, there is strategy, there is timing, but we had to really hustle to get this thing ready to go in January of 2026.

So there's kind of a 35,000 foot looking down on this thing.

Dr. David Phelps:

Before we jump into some of the constructs in the book and some of the lessons that came out, for people that might also be thinking, you know, I need to do that for the people I care about. It may not be they have a tribe or community, but just for their family, their heirs, their kids, grandkids, in

other words, reflecting back on their lives, you know, some chronology. How do you go about doing this? How would someone who's never written a book but thinking, just need to create something, for my people, what would you tell them to do?

How do you go about pulling that stuff out that sometimes we pack away, and especially the stuff that we don't wanna go back and revisit? do you dig that stuff back out?

Tony Rubleski:

I think the biggest thing is there's a few different answers to that is you can obviously hire a coach. There's plenty of books, resources and courses. I'm a big believer in find a good coach or a mentor. That's what I did 25 years ago when I wrote the first mind capture manuscript, Dan Poynter.

He's passed on, wrote the self-publishing manual, David. I went and saw him in Kalamazoo, Michigan. I'll never forget the day. It was pre-internet.

It was pre-social media and I sat in the seminar room and he explained how he wrote his book and how you can write your book. Fast forward now, all the resources. The last two years alone, look at the rise of AI. People can read a book literally in an hour or two.

There's all sorts of pros and cons to that. However, it's much easier than ever. You can Google, you can resource, you can have coaches, you can have AI help you edit it, co-write it with you. My favorite way to do it is to write things down or to speak things into notes so you capture them in real time.

I've always been a note taker. I've got files of other books. David, I've got like five or six other books mapped out already. in front.

So I'm always thinking out there not to get too shiny or distracted. That's the entrepreneurial challenge. And it's also the gift. Right.

Staying focused. So the goal would have been three years ago, this book comes out, however, timing, marketplace, life situations, it gets moved into the sector. But it's a great question. More resources than ever, David, to get your book out there.

Now, talking about the darkness, the challenges. I had forgotten what I had either moved on from and healed from. or some things that were still lingering. There's a chapter in the book that's about forgiveness that's very recent, David.

It happened last summer. And I asked our team, I had some of the advanced reviewers look at it and they said, you know what, you need to leave that in there. And we changed names for, we don't want to ever hurt anybody. But they said, that's the reality of the world you're in as a writer and a speaker and a public figure.

People will come at you and they'll try to defame you. They'll say negative things. And it was very difficult to write that. But I thought, you know what, if we're gonna put these lessons out there, life is full of the ups and downs.

It's not just all peaches and cream, as they say.

Dr. David Phelps:

Yeah, no, that's that's so good. That's so good. Well, Tony, let's start out with just a general broad question. What are some of the misconceptions that people have about entrepreneurship?

And I guess we're talking particularly not to our entrepreneurial friends, of which we have many, but people that are more of the mindset that getting a good education and getting a good career

job somewhere is a way to go. So there's a lot of people that look at entrepreneurs as risk takers and, you know, you you need to go get a real job because. There's always the negative people around us that, it's not that we're looking for risk, but I think, isn't it Tony, I'm just talking real time to you, isn't it we're looking to be more autonomous in our own life? Isn't that why we're entrepreneurs?

We want to create in front of us something that someone else has already laid a path forward in.

Tony Rubleski:

It's a phenomenal question, David. My quick thoughts is it's the entrepreneur journey is the loneliest job in the world, if you choose it to be. And it's gotten so much easier now with YouTube and coaching and memberships and masterminds and books. I mean, the last 25 years, the consistency of my life, he says, my faith walk has been my music and my books.

They always come with me and I'm always learning, David. But I think the entrepreneurial itch is very real. It's become really more acceptable the last four or five. I think with AI replacing all kinds of jobs, you talk about that younger generation's under 30, my children are all in their 20s.

They're used to the side hustle, to starting a new business, to maybe have one or two companies that they're dabbling in while they work full time. So I'm not anti working full time for anybody. I speak to lots of companies, you know, that's a big part of my livelihood. However, you're seeing much more of the younger generation saying, let's question the status quo model.

And maybe we go to work for a company for several years. We learn the systems of how to do it, get better at it, be trained properly. Then they go out on their own. That's, that's very much the American dream, David.

People start their own enterprises. They're allowed to fail. They're allowed to dust themselves off, get back up, get back on that horse and keep going. But I will say this, it's tough.

You have to really, really want it, David. There's going to be, as they say in football, a lot of false starts. You're going to have days you're like, why am I doing this? It'd be so much easier to go do something else.

But if you're really passionate, you have the right mentors, the right coaches. And for me, it's a lot about the mindset. What habits are you doing to crank up your mindset when you don't feel like doing it? When you've lost a huge proposal, you've lost the renewal and you go, all right, I got to pick up the phone.

I got to get those mailers out. I got to get that email, that video recorded, that podcast on David, because the market doesn't care. So. To me, it's a fun journey.

It's probably one of the most challenging journeys you can sign up for is to go independent as an entrepreneur. However, if you persist, and the book talks a lot of ways to do this, you keep stacking, eventually you'll hit that finish line. But it's not easy, Dave. And there's a lot of curve balls.

There's alternate routes to get to the finish line. There's distraction, there's market changes, there's governmental changes, but it still successfully can be done.

Dr. David Phelps:

want to go back to mindset because I agree 100 % with you, Tony, that there's so much the basis of how we build resilience in our life is how we think and how we think what our beliefs are and therefore then actions we take or don't take. A lot of people, and this comes a lot from the profession I came from, but this could be for anything that is technical. That could be accounting, legal, healthcare, science, engineering, just picking trades or professions where... It's a lot of

science based math, you know, so and the reason for that is because there's a certain amount of certainty in that, right?

Yeah. Yeah. And certainty is what I guess gives us a false sense of security in a world that is very, as you said, turbulent and tumultuous today. So in that realm, particularly for those who, I guess, appreciate and went to school through the school of academia to find a place of some level of certainty, which again, I say Doesn't exist, but good luck.

How do we give those people the permission to be more open and not let ego and pride, because it's John Wayne individualist. Well, I got through school, I got this training, got certification. I should be able to do this myself, right? And so it's an isolationist attitude.

Compare and contrast that to how you do with mindset and what you think people should do to not to obviate because you never obviate, but those tendencies for us to feel alone and like the world fell in or this thing we try, this venture failed or whatever it could be, it makes people that have achieved a lot in society's standards fall back and go, maybe that's really not who I am. I'm not that good.

Tony Rubleski:

First off, my thought is this, you're allowed to reinvent yourself, David. And one of the challenges of growing up is as you get older in your 30s, 40s, and now in my 50s, the process of unlearning and opening your mind to say, wow, there's so much change. How to look at this as either a threat or something new to learn. Or you bring people on to help you, David.

That's been the biggest key to our growth the last few years is assembling a good team to scale, to grow. I can't do it all anymore. And I did that the first 10, 12 years. It's exhausting.

And that was all control issues. was like, hey, no, it's my way. So I think there's two schools of thought. I have a college degree.

I have friends that have many of them are professionals. I said, look, you need a lot of that academic training. You need the technical chops. I want my airline pilot to have gone to aviation school, my dentist to have gone to dental school versus, I watched a YouTube video and I know how to do dental.

I can do to a crown. I hope not. So there is still a need for higher education in many of the skills, the trades and profession. The however is you're seeing many of them go, wow, I have to now learn marketing and become an entrepreneur because here's the deal, David, everybody's in marketing.

And even the old profession, such as the lawyers that look down with disdain on the marketers go, well, that's not what we do. But there's every highway in every major city, there's lawyer after lawyer after lawyer marketing themselves because they're starting to understand there's a lot of competition. There's a lot of broke lawyers, David. So I'm not picking into them as an isolated industry.

Dr. David Phelps:

It's okay, go ahead.

Tony Rubleski:

You have to get on the fact that it's okay to be in the marketing business first. I'll give you a classic example. I met Tony Robbins. I talk about him a little bit in the book when I was 23.

And a lot of people that are in the psychological industry, therapists, know, MDs, they'll say, well, he's kind of out there. He's not trained or qualified. My first thought is, okay, that's your opinion. Great.

But secondly, many of them are jealous because of the impact whether people like Tony Robbins or not. has been on millions of people, David, including me. When I was 19 years old, I went to a Barnes and Noble long before they didn't grab the wake and the giant within. read it and went, there's a whole different path of life here whilst going to university.

So to me, it's okay to pivot. You're seeing more more professionals say, it's competitive out there. I need to think more entrepreneurial because the old ways are crumbling, David. Everything right now is in flux.

I've read your newsletters, your books, you see it like I do. We're not here to scare people. We gotta get their attention though. We gotta wake them up out of the coma and say, hey, change is coming.

Are you gonna get on the change train? Are you gonna sit back on the old horse and mule and just kinda grind it out of there 10, 20 years while your business fades away? Choose wisely, David.

Dr. David Phelps:

You spent your career building a profitable practice that actually impacts your community. Now private equity calls, DSO sends shiny offers, and suddenly everyone has an opinion about what you should do next. If you're dentist thinking about selling, transitioning out, or just trying to figure out what your practice is really worth, you don't need more noise. You need a circle of people who get it.

This is why we've built a new private Facebook community for dentists who want straight answers, real comparisons, and the confidence to negotiate from strength, not fear. No jerks, no sales vultures, just dentists sharing what works, what doesn't, and what to watch out for when the too good to be true offers show up. Inside the new group, you'll get access to tools, field evaluation resources, and conversations with docs who've already been where you are. You're not up against one buyer.

You're up against an industry that does this every day. Together, we level that playing field. If you want support without judgment, clarity without the pressure and a community that protects its own, you belong here. Go to [freedomfounders.com slash exit ready dentist](https://freedomfounders.com/slash/exit-ready-dentist) to request access to the private Facebook group.

Take back the leverage. Don't transition alone. That's [freedomfounders.com slash exit ready dentist](https://freedomfounders.com/slash/exit-ready-dentist). Let's talk about.

Discipline, let's define discipline in your world and how you speak about it, Tony, why it is so important for long-term success. Where does discipline fit in? Where do we lose discipline? For those who maybe were disciplined to get through the rigors of academia, that takes discipline.

What happens after that? Once we achieve the crown jewel of some degree, profession, trade certificate, and then do we tend to lose discipline? Do we fall off the track? What happens there?

Give me some context.

Tony Rubleski:

That's a great question, David. A couple of quick thoughts come to mind that I'm gonna hit right to the heart of it. First and foremost, the challenge, I've been saying this for a decade is everybody wants a 60 second answer to a 10 year problem, be it marketing, HR, their physical health. And

now with our phones, you can go on TikTok and Instagram and Facebook and you can watch a video for five minutes and think, that's how I do it.

That's surface level. And typically what you see is, you have a lot of your... members out there, David, and fans of mine is they have mastery where it's 10, 15, 20, 30 years of deep wisdom, like dropping straight down where they've stacked on knowledge set, real world experience, results, trial and error, failing forward, and then having success amongst the many, many things. So to me, discipline is key because it pushes you through on the days your body's fighting you.

Your family might be challenging you. You might have an employee. You might have a lawsuit. You might have an addiction going on.

that you have to move through. And I always said to people as a writer, the best way to get something done is proclaim a public deadline. And I'm not saying for the brand new, like, hey, I'm gonna write a book, it'll be done by next month. It's your first book, I wouldn't recommend you put that on Facebook.

However, as you get more into it, people say, man, you put these deadlines out there because now I public accountability, And it's taken me many years to get there. However, when you stack positive habits on top of each other, That to me forges that very concrete rope called discipline. And it's those little micro habits. I run on days I don't feel like it.

We post every day with our social media. There are deadlines I have. I have two annual events that are run and there's sometimes a month or two before the event, I am burned out, David. I'm like, you know what?

The team's counting on me. Sponsors are counting on me. You've got to keep moving forward, stay disciplined on the event. Don't get too distracted.

And know that when you get to the day of the event and you see that room full of people, it is totally worth it. But in the dead of summer, when we have a November event, for example, it's tough when there's the beach, there's travel, there's vacation. And that's where the discipline and the habits come together, David. So it's a great, great question.

Dr. David Phelps:

Good stuff, Tony. What are some examples of some strategies that you've used to help offset feelings of doubt when someone says, I want to do this, I want to achieve this, I want to create this, build this, or things that distract us, which oftentimes is another way of, I guess, procrastination and lacking discipline. I mean, it happens to me sometimes, I have to admit. And it's easy to get distracted and go, well, I'm going go look at that because I don't want to do the hard work over here because maybe this will give me the easy answer, like you said, right?

Tony Rubleski:

Yep. Now here's the good news. Everybody procrastinates, David. Everyone, even the busiest people that get a lot done have things that they're procrastinating on.

So the good news is we need some moments to stop being so hard on ourselves. Conversation a couple summers ago with my good friend RJ walking along Lake Michigan, I was talking about some things with business, goes, Tony, stop. You have such high expectations. You realize how much you get done and you're still like, you're wanting to push to do more and more to serve.

I said, RJ, thank you. Because a good friend will tell you what you need to hear to your face instead of behind your back. It was like shocking because I'm like beating myself up because you're your own biggest critic. So there's one little nugget.

One of my favorite things I talk very freely throughout the book is what's called pattern interrupts. I didn't invent this. Tony Robbins made it very famous through NLP programming, neuro-linguistic programming. But I share several ways that when you're in a funk or you're in a downward cycle, how do you get out of it?

And you and I as entrepreneurs and leaders of companies, We can't have many bad days in a row, David. There's a lot of people counting on us, family, friends, associates, clients, and referral partners. So I've had some days where I'm like, okay, this is not working, throw some music on for 15 minutes. Go take a walk around lunchtime.

What can you do to get your mind, because you have to, some days that monkey mind, those 60,000 conversations, tell it, not today. I was joking, not today, Satan, you're not getting away with this. And I will do whatever I have to do certain days. I'm like, man, I'm still feeling the funk.

Get up, take a snack, make a phone call to a good client. Look at pictures. What I have in my office is pictures of many, many things, including my bookshelves of places that I've been successful clients, people that I've met along the way, different things that I originally failed on that became success stories. And I look at that and go, you've done this before.

Get back to work. And I also have a picture of myself at like five years old that I look at many, many times to say, you know what, stop being so serious, Tony. I know business is serious, David. I'm not trying to downplay that or poo poo it.

However, if you're not having fun sometimes, then I have to ask you, why are you in that business? For the long haul, if it's grinding, you don't like it, you get insomnia, you feel horrible every day, then maybe you need to look at a different business.

Dr. David Phelps:

Yeah, no, good thought, good thought. Well, Tony, how do we do something you talk about, I know in the book, asking for more and taking action daily? You're big believer in those two aspects. What does that mean?

Tony Rubleski:

I think as I get older, it goes back to one of my favorite quotes from Einstein, the geniuses in making the complex simple, David. And, you I bring people to my events like you do that are AI experts, that are LinkedIn experts, and I'm learning the best I can with our team, but it's okay. They don't have to master all that. But to me, simplicity is asking for more.

And here's what I mean. If you have a happy client, the first thing you should be thinking is when they tell you something is to thank them for the feedback, okay? And the next thing is I'm thinking, who else can they take me to? I've been teaching a program called Referral Magic for 20 years, David, from Remax to John Deere, and it's very basic.

And here's what I think people miss. They think there's gotta be more to it. The challenge is them taking action to try it. I'm a big believer that if you have a happy client, you should be thinking, who can they introduce me to?

That's the old school term for referral, David. And your best clients, your raving fans, as Ken Blanchard would say in that phenomenal book he wrote many years ago, can take you to other people just like him. I mean, I'm already thinking of like two other dentists right now, David, that I want to refer you to. Because I want them to be a part of your world at Freedom Founders.

And it's not so much me getting an attaboy from you. I want to add more value to their life because I know you can help them. So introductions to me, we don't ask enough, David. And throughout the book, I give countless examples of what would seem like luck, like meeting rock stars or

interviewing successful people you see on Joe Rogan or Oprah, because I'm not afraid to ask.

And sometimes I ask for years and years and years, almost like a relentless pit bull that's on your leg. This just happened two weeks ago. I had a client, 2009, that booked me in Savannah, Georgia out of Iowa City. They're called Bankers Advertising.

I kept following up the last 15, 16 years with books, updates. Hey, how you doing? Let me know how things are going. I finally got booked again to speak at their annual convention in May of 26, 17 years later.

will be from when I did the keynote in Savannah at the corporate now in 2026. Follow up, follow up, follow up. Things are changing. Clients say, Tony, you always got a new idea.

You've always got a new book. You've got a new resource. You've got a referral. You've got a new program.

You're inviting us to your events. You're inviting us to meet your network. You're referring us to people like David's helps. It's to be a resource of continual value.

To me, there is no one-time transaction, David. They don't know it yet. When I get on stage in May of 2026 at this conference, I'm like, hey, it's been good to see some of you. Some of you remember me from 17 years ago.

I'm still alive and so are you. Many of you, that'll be a great example of asking, asking, asking. It doesn't mean I call them all the time and bug them, but we have ways that we follow up with them to stay in front of them. To me, I'm in the reminding business, David.

A lot of what I've shared is simple. It's hard to do though, consistently. And that's where people drop the ball many times. Like, well, it just seems too easy.

I'm like, have you tried it? Well, we'll get to it. So that's the whole point of that entire chapter on asking.

Dr. David Phelps:

Yeah, so often we make things too difficult, right? The simple things we just say, well, it's got to be harder than that. So I'll just, I'll just let that go. It's right in front of me.

It's a low hanging fruit, but not give me something more complicated. Let's build a little marketing machine here. No, just, just ask somebody.

Tony Rubleski:

We're gonna have 17 funnels instead of three, the next should work, you know.

Dr. David Phelps:

That's right. Exactly. You often say that you're in the regret management business. So what do mean by that?

Tony Rubleski:

This hit me a few years ago. I was listening to interview and someone had said that. I thought, that's what my goal is really with a lot of my core clients. Core clients is to say, we didn't waste our time with him.

I don't want to waste my time at this point in my career, David. I want to know that they're willing to implement. They're willing to say, hey, that we've checked your references out. We know what we're going to get.

You're a little bit out there as far as you speak your mind. And that's come into fruition in the last probably 10 years, David. I used to want to make everybody happy. That was the, want to be the next Brian Tracy of speaking.

Then finally one day I'm like, I want to be me. I had to figure out who I was to get to a place where I could be that open, David. So regret management now is when I do live events, I do two annual events is people walk in and go, wow, that was not what I expected, especially if they're a guest. They're like, that was worth my time.

So I don't want to have them regretting that they wasted time with me or vice versa. Also some of the aggressive goals at 53. I'm grateful to God every day I'm still here. But getting this book done was something that I said to a group last summer.

said, hey, this book I want to get done before I pass away. So I was like, I felt this sense of urgency to get this book out there because you don't know David.

Dr. David Phelps:

53, you're kind of pushing it there, pal. But you're right, we don't know.

Tony Rubleski:

So I think the big thing is if I'm blessed by God and my creator to have a long life, let's say I'm 85, fast forward, I'm on a rocking chair and I can see the sunset going, go, what a wild ride. And there's been many different quotes that I've posted over the years. Like Irma Bombeck has one where you get to heaven, go, thank you God, what a wild ride, I gave all my gifts. So I know it's very much out there, but to me I'm like, why not?

I don't know if it seems like it seems like life gets so much faster when we're children time crawls. You get in your 40s and 50s that clock just accelerates David and you go, hmm, who do I want to work with? Who do I want to serve? What impact do I want to have?

What experiences do I want to have and give back with? Because you don't know how long that runway is going to be David. So to me, it's saying I look at every event, if it's 20 people in a room or 2000, give it your all that day. Be very present because you don't know if you're going to see these people again.

Or it might be 17 years later you see them again.

Dr. David Phelps:

so true, so true. Well, let's conclude here. I know you are a huge believer in gratitude and forgiveness. Something that's sometimes I know for me, life's so busy, take things for granted.

Or when something doesn't go right, it's like, well, who can I blame besides me? Or, you know, I'm a victim, life isn't fair. You know, I don't live in that area, but I've been there. I've been there.

I'm sure everybody has at some point. So where do we come back and even in tough times, and we've talked about that already, I mean, that's what this book's about, don't quit, right? Keep persevering, build resiliency, but where does gratitude and forgiveness come in in your life?

Tony Rubleski:

to me, it's a daily habit. Gratitude, I write down my gratitude list every day, David. I think, crater, there's a whole list of things I write down. It reminds me that no matter what the day holds, there's so much to be grateful for, David.

So that to me is a non-negotiable. Forgiveness is hard. It is really difficult. And the hardest part about writing the book was some of the setbacks was, boy, some of the people that I may have hurt, or, you know, just making amends with them, and vice versa goes both ways.

But to me, I think it's again the aging process, the gift of wisdom. Why carry that? And there's countless memes on social media and books about forgiveness, but to practice each day is a challenge, I think, of the entire human condition. Because people wrong us.

I was driving today and someone cut me off, and you're like, okay, just let it go, forgive them and hope they're safe. But the temptation is you want to do all sorts of things. We regressed to our subconscious caveman many times, but it's deliberately overriding Sarah God. Boy, that was a tough day.

I'm grateful. There were some people that crossed me. right, tomorrow's a new day. So in football, I say it's a fresh set of downs.

Each morning when you wake up, eyes open, it's first and 10. You have a whole new ball game to play if you choose to play it. So to me, this taken many, many years, I struggle sometimes with it. Some names come up and I'm like, well, I have to change my subject.

Or I'm like, boy, because I don't want that animosity to continue to own me, David. It's just not productive.

Dr. David Phelps:

So good, so good. All right, the book is Don't Quit. It launches on January 1st, but we can pre-order today if we so choose. And the best place to go to pre-order, mean, there's probably different places, but where could we pre-order?

Where would you like us to go?

Tony Rubleski:

Let me give you the link here. It's go.mindcapturegroup.com forward slash do not quit dash order. So what I'm going to do is I'll send this to Lindsay. So if your audience wants it, if someone checks out my social media, you'll see all sorts of links.

We're going to put them up tomorrow morning. When we release on January 11th, we have our main webpage, which is [mind capture group.com](http://mindcapturegroup.com).

Dr. David Phelps:

Perfect. All right, we'll get that out for sure. Tony, it's been a pleasure as always. Thank you so much.

can't wait to get my copy of the book. And I think the advice that was given by someone who's already reviewed it was take one lesson a week and really, really put your mind on that, that one and see what comes up for you. Right. It's gonna be different for everybody.

We all have individual lives, but just the fact that you are in a way trailblazing for the rest of us is your 53 years. It's all good, my friend. Thank you so much.

Tony Rubleski:

You're welcome and thank you again, David. Appreciate your work as well.

Dr. David Phelps:

me, one of the biggest challenges in the last 12 months, really probably in the last 12, 24, 36 months, has unfortunately been in people who have let me down. Now, listen, we're all capable of doing that for anybody. I know I've let people down in my life, so I am not saying that I'm above that. The problem I think we all have, and everybody experiences it somewhere in life, is someone who you put a lot of trust in, a lot of faith, someone who you've developed a deeper relationship with, a stronger dependence on their character.

For the long run, you really believe in who they are and what they bring to the table. Not just someone who you met in a networking club. I'm talking about someone who you've really run the gamut of a lot of places in life, know their family, a lot of their experiences. You just believe like you know the person through and through and that that person will stand tall in times of challenges or turbulence or volatility.

Now, to be clear, I know people that do stand tall. And so this is not a time to reflect back and say everything's bad and to be skeptical of people or even be cynical. That's not who I wanna ever be. But I would say the challenges have been people who have let me down and to some degree it affects not just me but it's affected other people that I care about.

That's the hard part. But I still have great faith in people, relationships. It's the kind of situation where we have to rise above it and realize that. We can't put all of our faith into people, but we still need to have a tribe and people we run with.

And that's just the way it is in life. So keep on, as Tony Robleski would say, you keep on, you fight the good fight, and you don't want to be a loner or an isolationist, even in times when it seems like that might be the safe way to go. Daily discipline. Yeah, I am a believer in having some routines in my life that are disciplined.

And I will say one of big ones for me is just going to the gym. Going to the gym is something that I... rarely ever miss and I do it daily. And I'm there at least 30 minutes, usually it's 45, could be up to an hour.

Some weeks I do some extra kickboxing classes or I'm doing a little bit of martial arts on the side. But just that time to be in the gym. And I like to be where there's other people around me. I have some workout weights, et cetera, I could do at home.

But there's something about going to a place, showing up. And even when you don't feel like it some days, you're just like, I wish I could skip today. You just know if you're there, the other people are there too. And there's just a little bit of an acknowledgement of everybody around you that, hey, we're all here doing the hard work and just showing up for even a little while on days you don't feel like it is where discipline comes into play.

And the compound effect of discipline is that that showing up on a regular basis, even in days that are tough to do it, even when you feel like you're making no progress, or the days where you actually are making progress and you just don't realize it. Discipline has some routines in your life that carry you forward even in times where you just don't feel like it. I think that's where discipline really shines through. If you're feeling the pressure of burnout or sensing that your practice isn't serving your life anymore, listen, you're not alone and you're not stuck.

Whether you're preparing to exit, re-imagining what's next or just craving more margin and meaning, Freedom Founders helps dentists and doctors take control of their future with a proven path to freedom. This is your invitation to a real conversation that will explore how you can create a practice in your life by design, not default. Visit freedomfounders.com forward slash discover and take the first step. Your next chapter doesn't have to wait.

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