

Anthony Trucks:

I got you. I got you.

Speaker 2:

I did a post this morning on Instagram. I was talking about how I created this fail strategy, and my fail strategy was centered around getting people on my podcast and reaching out to people. I have sent things out to different people to ask them to be a guest on my podcast, and I haven't gotten any ... Either I didn't get a response, or I got a no. Like I said, I've been following you for a while, and I was like, "Oh my gosh, I'm just going to reach out."

Anthony Trucks:

Good.

Speaker 2:

And I'm like, "Oh my gosh, he said yes."

Anthony Trucks:

Yeah, why not? I'm at home and I have time. So I was like, "You know what?" Honestly, I tell people they should ask more often, because not enough people ask. I don't go out there like, "Hey, everybody, come book me." Because then I would have no time. But when you reached out, I'm like, "Hey, if this person is bold enough to reach out, let's do it." So we carve out time and go.

Speaker 2:

Awesome. Well thank you for joining me, and thank you everyone for joining me again for another episode of the Your Next Best Step podcast. Today joining me, I am so grateful and so blessed, and praying my network stays strong here, but I have Anthony Trucks joining me. Thank you so much, Anthony. I first found out about Anthony back in 2017. I went to High Performance Academy, I dragged my husband there with me. And I remember seeing you on the stage and you talked about your story, which we are going to get into a little bit, and I just was so inspired and so just like, "Oh my gosh." And started following you on social media, and I just absolutely love your content.

Which is why I reached out and I was like, "Hey, would you be a guest on my podcast?" Because I really think that my audience would love to hear your story, hear about what you do because I share the philosophy with you that the adversity that we go through and the challenges create, as long as we're willing to get through them and we're willing to keep going, can create the biggest innovations and the best gifts in our lives. So, anyway, thank you so much for being here.

Anthony Trucks:

Yeah, thank you for having me. I'm looking forward to chatting and answer whatever questions you have.

Speaker 2:

I'm going to let you do a lot of the talking, because I want to hear what you have to say.

Anthony Trucks:

I can do that. All right.

Speaker 2:

Tell us a little bit about your background and a little bit about what you do?

Anthony Trucks:

Yeah. So the world of what I do, I help people up and clear their operate so they can, honestly, achieve their biggest, greatest, [inaudible 00:02:59] goals, like their full potential in life. I work in identity, and essentially identity is who you are when you're not thinking about who you are. When you're kind of in flow, which is you're operating. How you operate determines your performance, and performance determines your success. If you think about Tom Brady, they don't say, "He's out there performing in the field." They're like, "No, he's operating on the field right now." That determines your performance, which gets you the results you want in life. So I go back to the core, which is who you are when you're in flow. And it happened because, more of I think life just threw it at me. It wasn't a choice, it wasn't like I decided one day like, "That's what I'm going to do." Life kind of was like, "Hey son, this is what I'm going to do for your life. And then when you figure out this is what you're supposed to do, it's going to be great." And I finally figured it out.

It goes back to me years and years ago, just three years old, I had to figure out who in the world I was. I was given away into foster care at three years old, so my first realm of identity experience is like, "Who am I? Where do I fit? Why do I matter?" I'm not the first person to experience that, there's people probably feeling that right now in the world. And for me, that was where it started. Then I bounced around from house to house. Ended up in a family, which is my family now, as the only black person in a really poor all white family. So then was like, "Who am I, where do I fit?" even more. My real mom's in the background making life very difficult. Eventually, eight years later, after 11 years in the system, got adopted into the family. Really had to figure out again, who was I, because then I am now the adopted kid, I'm the football player who sucks, my mom is sick. It's just this weird dynamics of life, that we all run into, just this is my own personal experience with it.

A couple of years of sucking at football, wanting to give it up. Because when you try something for a while you really love, but you're really bad, you're like, "I don't want to feel this way anymore." So you find ways to walk away from it, so I did that. And thankfully I had this moment where somebody had spoke out loud the excuse that I was using to quit, and it really sounded horrible when I heard it with my own ears. I snapped out of it, I decided that's not going to be who I am. And so, I made this internal shift of perspective and started working differently. Fast forward a year, I show up to football as a monster, faster, stronger, but I'm also way more confident. I had created through the time I'd spent lifting, and running, and moving, I created a more confident, bolder, person who would not take anything less than what I deserved. And far too little people do this in life. There's a statement that I love which is, "What you create creates you."

Speaker 2:

I like that.

Anthony Trucks:

People try, they'll try things. But to create means I went through the process and finalized it, I created this thing. That's an ugly process for anything that you create. I don't care if you're creating a sculpture, you're going to create a better body, you're going to create a better marriage. That process, man, it's

just, it's ugly. But in the back end of it, you are somebody different. Every successful personal world is like, "You know what, I was different back then. It's not who I am anymore," kind of thing. Because they've all made an identity shift, they've all done this. They just didn't know, or it took longer, or it was harder for them. And so for me I learned that it allowed me to get a college football scholarship, I went into college. Had my first son at 20 years old, my sophomore year, which I do not recommend people do. Went real bad after-

Speaker 2:

I was married for the first time at 21.

Anthony Trucks:

Look at you, similar. I think we were married at 22, 21, 22, I want to say, because ... I think 22 when I got married. And then I'm in the NFL so I spent a few years in NFL, three, get hurt in my third. Come home, have a couple more kids, break my life. Because anytime you've given your all towards building something and it's taken from you, you don't know who you are. [inaudible 00:06:29]. So whether you send your kids off to college, you've lost a job, you've lost a loved one, you've lost a relationship. You left the military or sports, whatever it is, there's always a sense of like, "What do I do now? Who am I?" And that could be heavy for people, for me it was very heavy. For most people it's very, very, heavy and hard to deal with. I had a really difficult experience with it and ended up getting to this point where I lost my family, I lost my kids. I just lost a lot of stuff.

Not like I did anything bad, but I just wasn't in a good space internally. And it took me years, and unfortunately, my mom passing away for me to snap out of it a little bit and start figuring out like, "What in the world am I supposed to do with all this craziness of my life, these different identities? I've had to navigate and shift through the ups, the downs." Like, "How do I get to the point where I am the person who has the things I want?" Because when I started studying successful people, a lot of them didn't have the tools. They were broke, didn't have access to stuff, but they seemed to make it. I'm like, "How do these people do it?" When you look at the core of it, every single one of them, they've left these little breadcrumb clues where the statements are like, "I just started thinking differently, or I would do things differently, or I felt like a different person." Whatever it was.

And I was like, "Man, that's not just this, I applied this strategy, or I read this book. It's a, that's not who I am anymore, I am not this person." I was like, "Dang, inside that depth is the identity aspect." So, we [inaudible 00:07:53] way and some interesting people nudging that, I ventured identity to figure out how that could potentially be the thing that connected success. And that was one of the things that I found out later, but I had to experience it myself first. And so, I ended up fixing my marriage. We were divorced for three years, got remarried. Ended up becoming a present father, I'm in better shape, I'm a better human being. I have a great business, things are going well. And I just figured that's now the time to go back and teach this stuff, because I've crossed that fence. So now when I go back, my true goal is I want to be able to have my mom's memory live on through me. She unconditionally loved me past crazy to help me not become a statistic.

Because any prison in America, 75% of the inmates are former foster kids. 50 plus percent of the whole population are former foster kids, less than 1% of us will graduate from college. So I'm not set up to do well, but this woman unconditionally loved me. So for me in the world of what I do, I carry her memory on by unconditionally loving people through the work I do. What I share, social media, podcasts like with you, just [inaudible 00:08:56]. Because if I can do that, then I'll be able to leave this planet in a completely different position than when I came in. Which was when I came in, I had my own mom wanted me, I didn't matter. And now because of whether it's football, or American Ninja Warrior on TV

shows, or speaking, I get to leave this impact through my adoptive mom that allows me to possibly leave this place with a greater impact on the world than when I came in.

Speaker 2:

That's amazing. That's absolutely amazing. It's so powerful. I'm listening to you, because I've heard you tell the story about your adoptive mom and all the things that she did for you. And that was really your motivation and your drive to really take that adversity that you were given and everything in your life, and really change it around. And that's just so powerful, and the impact that you want to make on this world. I think one of the biggest things that people ... I know for myself I struggled with this, and didn't really even know that the identity that I identified myself with, or the stories that I was telling in my head is what was holding me back. And I was just going about life, and going about things.

And then I became an entrepreneur, and it was like I had to unlearn everything that I knew about myself and relearn just who I really was at my core. I did some research on you on your website where you talk about there's a lot of people out there, a lot of life coaches that talk about thinking positive, you just need to think positive. And there's actually when you're going to make a transformation, it's not just a shift in your mindset and starting to think positive. It actually is a lot deeper than that.

Anthony Trucks:

Yeah, very much so. There's studies that show. There's a study done by, I believe, was being ... George Washington university, I can't remember the doctor's name. But they actually did a study on entrepreneurs and figured out they wanted to look at the self categorization concept as well as identity in terms of the mindset. What they found were individuals who given the tools for mindset, the strategies, the tactics, affirmations, what to say, the only ones that actually succeeded were the ones that had a self categorization as the entrepreneur. They were engineering students that were going to become entrepreneurial. And if the person didn't internally digest and identify as I am an entrepreneur, the mindset never really was useful. It was a waste of time.

Because then you have is you have this internal mental competition and resistance from the part of you that's like, "No, I can do this." And the other part's like, "Yeah, but that's not who you are." And so because of that, for anybody, you always [inaudible 00:11:42] when you fall short. And so what happens is when that's going on, you can't operate. You can't be in the right flow. You can't perform very well, you never have success, but your mindset can be great. I was a former NFL linebacker, I had a phenomenal mindset.

Speaker 2:

You had it really good. Yeah.

Anthony Trucks:

If it's just mindset, then why am I not the most successful person in the world? Well, because we're human. And if I come out and I don't think I'm anything but the athlete, I'm not going to succeed anywhere else UNLESS it's by brute force. Then eventually things fall apart.

Speaker 2:

I have a question for you. You talked about you had a mindset, and that's why in the beginning when you were talking about how you were terrible at football, I'm like, "Wait a minute, I read all the stats about you at Oregon." So I'm like, "They were good stats."

Anthony Trucks:

There it was, but in high school I was horrible. I didn't start playing football until I was 14, which means I was in fact about, man, it was like six years behind most of my peers. So imagine if you're going in and say you're going to play, I don't know, basketball, and you just pick a basketball up and somebody else had a basketball for six years. Imagine the difference in skillset, that's me and football. So the first couple of years of me playing the game, I was horrible because I was big, and tall, and skinny and lanky. I didn't know what I was doing, and that was the big separator. And most people who start at 14, they don't typically make it to the NFL. That's a rarity, we'll call it. And so, that was the intro for me. It was like, I did, I was horrible, I sucked in the beginning. But there was a moment in time where I was like, "I want to do what a good football player does."

And that's where it started out with I'm going to lift weights, and I'm going to run routes, and I'm going to do hills, and I'm going to go out here and just get in good condition. I'm going to do these things because that's what great football players do. I wanted to, at the time, do what they did. Which is really the start of the process, I want to do what they did. The problem is most people find out that it's very difficult to do what those people do, especially when you got teammates and people that are like, "Hey Trucks, what are you doing lifting weights. You suck. Why are you in there? You trying to get better at being horrible?" These are the things you hear [inaudible 00:13:47], and so eventually most people are like, "Whatever." They walk away. I was like, "I'm going to figure it out." And it was through that process that as an investment-based human, which every one of us is, when you invest, you want a return.

And my investment, our investment, in that next identity is all that creation work. The ugly, dirty, going against the grain, doing things that feel so far out of our norm. But in doing that investment, the return you get is that's who I am. And now when it's who you are, you put yourself in such a vast different position because here's what it is. As humans, we will fight for what we believe we deserve, period. When I was in that football field the next year, I deserve to catch this ball, you don't deserve to stop me. I deserve to make this tackle, you don't deserve to tackle me. It was like, "I deserve this." And you can't really have that unless you earned it in the dark prior to. Now, the thing for a lot of people is, yes, they will fight for what they deserve.

But the problem is that they've done such little work, they think they deserve stuff at such a far lower level, so they don't fight above that. So no wonder why you don't get the job, or fix the relationship, or whatever. Because you know in your heart you didn't create that person inside of you who felt they deserve more.

Speaker 2:

When you were saying that you were terrible at football and somebody confronted you and said, "This is the excuse that you're making." And that was the thing that shifted for you. What was that thing that you were thinking [inaudible 00:15:22] this is the excuse that you're using? Because I think people do this, whether you want to call it fighting for your limitations or whether you want to call it the belief that they have about themselves or whatever. But what was that thought that you kept thinking, and who was it that said something to you and how did that change you?

Anthony Trucks:

There are some interesting dynamics. I was 15 years old, and as a foster kid, you don't think you deserve very much. You don't see any of them. It's hard for me to even think of other foster kids I currently know doing successful things. So we all when we were kids, and even back then, it was just me by myself. I didn't have other foster kids to talk to in groups and organizations, so I just in my head it was like, "Ant, this is what foster kids get. They don't get to have success in such a journey." In my head there was a thought of like, "You don't deserve that, man. You're just this foster kid. You mom didn't love you." And so that was the first conversation, and when you start thinking that way, it starts to seed into a lot of stuff. And what happened it was this girl, it was Mr. Howle's English class, 15 years old in the back right corner desk and a black parka over my head. And some girl's talking to another girl, and they don't know I'm listening. One girl, I remember this day, I wish I'd found her names out in some capacity. But she says, "Well, the reason I'm so bad, because I'm in foster care."

And it was a simple statement that was like, "That sounds horrible." If that's the excuse that I'm going to end up using for the rest of my life to be a bad dad, or a horrible husband, that's a crappy excuse. And it was some weird seed that just essentially unsettled me. I remember that day I went home and I looked myself in the mirror and I was like, "Anthony, you're going to be great." I really had no idea what it meant, genuinely had no ... It just I'm going to be great, and I didn't know at what. But I was at the time, I knew football. So what do I do? Football. But that was the moment, it was like, "I want to be great at something, I'm going to figure out what that something is. But I'm not going to live this life like she is making this excuse for a situation I had no control over." And that was the catalyst. It wasn't even spoken directly to me, it was all in eavesdropping, to be honest.

Speaker 2:

Well, you do have a quote that I did pull, which I think is so key in this conversation. I pulled it from your site, the key differentiator between successful people and unsuccessful people has less to do with luck and more to do with their identity and unknown identity gaps. So the question, we've been talking about identity, what's the identity gap?

Anthony Trucks:

The gap is simple. If you think about all the things that any of us want, and it's okay to say we want stuff. I say that and people they don't momentarily actually attach to it. So think about what you actually want, so say I want a car, or I want a bigger house, or I do want to be happy with in relationship, or want to be more confident when I walk into a room. Grab a room and speak well, [inaudible 00:18:09], whatever it is. There is a version of you that has that and does that, period, there just is. If you were that person, you'd already have those things. It's logic, if I was the person who operated in the way to have that, I'd already have that. You have what you have in life right now because of how you've learned to operate your life. And again, it's the flow. It's how I have fortitude, in emotional moments, how I execute my resiliency. My consistency, how determined I am, how disciplined I am. Those things are instinctual I just got to flow, and the rest of my life happens.

Now I can apply it in a conscious way, there's things I want to get done task wise. But even in the task, if I block an hour out, how I operate will determine if I start scrolling on Facebook or stay on task. Those are ways you operate even in a planned moment. Now, the gap is the space between who you are now and all the things you have, and the person who has all those things you want. There is an identity gap, and an identity gap is the gap between the flow of how you operate. And when you learn to upgrade how you operate as a human, you close that gap. But it happens from shifting into that next level identity, what I call the ideal identity for your dreams. Because right now, everybody, far too many

people are operating so far below the level of their dream demands. I want this up here, but I operated at a level down here, always wanting this.

And I'll buy the book, and I'll buy the course, and I'll get shelf esteem. Which means I bought it, I feel a little bit of completion from just purchasing it. But I never consume it, I never apply it, I never learn from it and reapply. So I never get to that level, and so I don't operate at a high enough tick. And the truth is the reason some people have success without that same investment is because even with the little stuff they have, the lack of information you have, they operate at a level that's at the level of their dreams. So they figure it out, they find backdoor ways. You'll have connections. They make this weird system or process, they just, they trudge through it. But they're not special, they weren't born differently. They just essentially learn how to operate at a higher level, and when you can do that, everything becomes accessible to you.

Speaker 2:

Wow. That's amazing. It's like you have to be that person first. You have to understand what it is that you want and then say, "Okay, this is who I am now, and this is what I want. And the person that has these things, this is how they are." So you need to be that person first, which I think a lot of people focus on. I know I deal with this a lot working with people one-on-one, business owners, where they think they need to see it first, they need to have these results first, and then they'll be this person. [inaudible 00:21:05] backwards. And then they can't figure out what they want, they're not getting it. It's actually moving further away.

Anthony Trucks:

If they do get it, it'll be luck and they'll have no idea how they got it. And even then when we talk about becoming that person, the interesting thing is there's what's called a hero's two journeys. There is that achievement we're trying to have, but then there's the ... the transformation happens in the background. Some people, they achieve things, but never transform. They just figure it out briefly and it wasn't a conscious thought. The way I talk to people, this isn't some esoteric philosophical thought about becoming the person, I worked towards it. The creation process is my main focus and my shift method that we put our clients through. And really it boils down to architecting who do you want to become? Clear, who do you want to be? There's six core drivers, how does this person operate in those areas?

And then we say is, "All right, well, what is the hard way to get there?" And for us, it's an H-A-R-D process. We go through and we apply that to each of the six areas, and then it synthesizes down to legitimately daily actions you do. Not just morning routines, and evening routines, but I mean legit what are your hour-by-hour throughout your day actions to create what you're trying to create and achieve? And then while you're doing it, you understand why you're going past the hard parts. Why you get back up when you get knocked down. There's so many things ingrained within that simple process that by the time we're on the back end of a 90-day window, you are a different person. You are operating so vastly different, not just in your productivity. Because productivity, you can be productive in sucking. You could be productive [inaudible 00:22:47] pointless.

But for me it's how do I get you to operate and handle emotional moments when they pop up? How do I get you to address certain situations, to step into scary spaces? How do I get you to optimize how you flow? To stay focused and not go off track. To combat the decision to [inaudible 00:23:03]? There's certain little things within what we create that allow me to make what I'm talking about the method, a tactical, actionable process, that there isn't guesswork. We're not hoping you become this



person, we are planning it, we're creating it. And we're teaching you how to execute to turn into that person.

Speaker 2:

Wow. That's awesome. And you said that's a six step framework, that six step process that you take people through? Is that-

Anthony Trucks:

It was three very specific steps, so [inaudible 00:23:31], shift, sustain. It's called the shift method. So, the method was designed from research in life and just tons of clients going through stuff to figure out what works and doesn't work, with different goals. Because the thing is, is it can't be the same goal. And most people that wanted to fix their marriage, wanted to be a pilot, there's people that wanted to become travel agents, they wanted to be speakers, they wanted to start a business. There's so many vast different areas. And what we had to do is look at, okay, why haven't you got there yet? And most people say, "Oh, my mindset's weak, or I have imposter syndrome, or I don't have the resources." A ton of excuses they will create. Then I ask them a question, I say, "Well, does the person who has all this stuff you say you want in life, does that excuse stop them?" And you have to sit with it for a second.

That simple realization is maybe not. Okay, well, then how do we get you to be more like that person? Because that excuse you're making, is not an excuse they'd say. I tell people, if your hero was to follow you around for a day, what would they say? Great job, you're killing it, keep doing that same thing? Or would they look at you and be like, "That's all you have in your schedule today?"

Speaker 2:

Yeah, you stink.

Anthony Trucks:

All right, let's be real. And so we do this stuff, we go through a C phase, a shit phase, a sustained phase. A C phase is figure out what you got to do, simple as I can, there's a lot of depth to it. See what needs to be done. Shift, there's a specific process, we use a method to shift you into that ideal identity. But that is the work. And sustain, how do you sustain that over time? So not only do you never fall back downhill, but you continue to progress uphill? The thing is, I have great success, but I want more, but it doesn't mean I'm ... I'm not unhappy with what I have now, and I'm not in a place of lack right now. I love what I have, but in my head I'm like, "Man, if I can have more good stuff, why not have more good stuff?"

So when I look for the next thing, I'm not unhappy, I'm not discontent or discontent with what I have in life. It's like, I want to enjoy what I have, stop and smell the roses, spend time with the family, but then create more for the family. But I realized the next level of what I want doesn't come to the next level of what I have, or what I buy, or really what I do. But it's the next level of who I am, because that person will get those things.

Speaker 2:

Yeah. It's kind of the law of the universe, what you put out is what you get back. So yeah, when you're stepping into that and you're being that person and you have that internal shift, you're going to draw those things towards you.

Anthony Trucks:



Always do. It does take a willful action to do it, you can't just sit ... We're not sitting here in a chair one day and be like, "All right, who are you?" I am a fish, I can swim now. That's not how it works. It legitimately is a process where we sit back and say, "Okay, great. What does that person believe? What are their thoughts? What are their actions? What are their habits? What are their personal pride and beliefs? What are these things that run through them?" And once you realize what those are, now it's like, "How do I get those? What must I do to get those?" Some are daily actions, some are bold actions, some are conversations, there's different things.

But the thing is, really, the reason we aren't operating at that level is we're not doing the actions to operate at that level. We'll do some things, but then what happens is some people will do work they think is the right work. They get burned out, and it's like climbing a ladder leaning against a building. You huff and puff and get to the top, you're drained at the top of the ladder and you look up and you go, "Oh man, leaned against the wrong building. Climbed the wrong ladder." It's like, we start at the beginning and do some pretty difficult work to figure out what building do you need to lean your ladder against? Because then we can do-

Speaker 2:

That's a good metaphor.

Anthony Trucks:

Yeah, simple.

Speaker 2:

I can say for myself, I've been through this. I left corporate America, worked for some people who were a bit on the unethical side. And when I left corporate I thought, "Oh, I can do this. I was a director of marketing, I got this." And just when I first started my business, I worked, and worked, and worked, and couldn't figure out why I was burning out, I was tired. I felt like I built a prison, I felt like I built this business that was my dream, and on top of it, I was miserable. I had to do a lot of, like you said, you have to do a lot of the hard work. A lot of people, when I first start working with them, they think the hard work is working longer hours, doing everything themselves. And that's not really the hard work, the hard work is that internal stuff.

Anthony Trucks:

It's putting yourself out in a platter for the world to chop up.

Speaker 2:

Exactly. That's a good way of putting it, which is good because it leads into my next question for you. I have this belief, I always have, adversity leads to innovation. Adversity and diversity can lead to the biggest creations and innovations of our life. I had a severe brain injury and used learning systems and processes to rehab myself, and used that adversity to really propel myself forward. One of the things that I just think is so amazing about you is that you have overcome so much and you've helped other people to overcome so many things. Based on what I've read about you and just in this conversation that we've been having, and you had a post on Instagram, something that really impacted me so much, which I'll get to in a minute. But you have never let the opinions of others, or what society thinks, or any of that determine what you can and can't do.

What I'm hearing from you in reading your story and talking to you and just all of the content, and there were moments where you had situations where you had to recognize ... Like when you were 15 and that girl was talking in the one class, that comment, that was something that shifted for you. You've never let society or, like I said, opinions of others dictate what your vision can and can't be. And with everything that's going on in the world and everything that happened with George Floyd and the social injustices in the world that have been happening. There was a time when everything that was going on social media and people saying stuff, it just a lot of like, "Wow." I remember you had this post, and when I watched it, I actually like started crying. I think I watched it four times. It was a post about no matter what the situation is, you have to handle it how you believe it should be handled. Basically, you do you.

And as long as you're moving from a place of positive intention and good intention to make a difference in the world and make a positive impact in the world, you have to do what you feel is right. People might say you need to do it this way, or you need to handle it this way. But if that doesn't sit right with you, well, then don't do it. And I just think that was a huge ... Like I said, I just remember and I was like, I said to my husband, I said, "Dennis, you got to watch this video." I said, "This is awesome." And I think, like I said, for me, that was such a powerful message because I think so often whether it's just in your personal life or in business life, people want to do what everybody else is doing.

Anthony Trucks:

Yeah, [inaudible 00:31:50].

Speaker 2:

They want to follow the trend, or they want to ... because they don't believe enough in their own conviction. Which is something that my mentor always tells me, you have to have that conviction inside. To have that conviction, and that courage, and that belief inside first before you can put it out into the world. I don't know if you want to comment on, but it was just, for me, that was super powerful.

Anthony Trucks:

I think the way that I look at it, it just it's the same thing. You got to do what's going to make you feel, like you said, what's in your heart. Now, the thing is, there's a perspective of doing it with the intention of angering other people, and there's also the intention of here's my thoughts, I hope it adds to it. I apologize if it hurts you, I'm not trying to intend to, but here's my thoughts, we'll call it. The thing is, if you put something out on social and you say what's PC or just everybody else says, well, you know you lied. Now, you have a post up that you know is existing, it's somewhere in the ether that you just internally can't get congruent with. There's a little part of you dies, man, and I don't like having these little parts of me die. Now, I'll express myself, I'm going to place a joy. And there are definitely some people I don't agree with, but I don't make them feel like they're less than or horrible because they don't believe in my belief. I just said mine.

And then what I find is this, is when somebody starts to attack me because of the belief that I said I shared without me personally attacking them. I find that it's not even usually them ... How do I explain? They feel attacked because I am not in line with them. They view me not being in line with them as an actual attack on them, which is a very interesting thing. It's a placement of an action where an inaction existed. Like, I don't agree with you, but I'm not saying you suck, I'm just saying I'm over on my side. And you're saying, "Well, if you're not on my side, you're the enemy." That's a really tough way to live because then if someone doesn't agree with you, now they're an opposition, they're your enemy.

Well then how are you supposed to improve because when you're in that position, an enemy, you won't listen to.

Whereas for me, I'll have an opposite belief. And if you don't believe in that, why? I'd love to know why, share with me because now I can learn. And maybe it pivots me or changes some way that I believe because I find that I'm not perfect. The people who will not listen to somebody else, there's a weird thought in their head of they're right and they're perfect. It's like, "Dude, you're not perfect. If you assume that, you're missing out on so much of the world, so much enlightenment. So many things that can change the way your relationship operates, or the way that you care about yourself." And so, I think the actions we take and expression we should have, it needs to be what's true to you. Because here's a couple of other truths, the world forgets quickly. You can say something, everybody gets mad. Next week no one's going to remember anything you said unless it was super bad, but usually it's not, so no one's going to be ... Other part of it is, if I just do me, there's so many people that do this.

If somebody knows my heart enough to hate me, that means somebody knows my heart enough to love me, and I'm cool with that. Because, typically, there's so many people that don't play clear, so no one knows if they should love them or hate them. It's a wash. Here's me, I'm going to put this line down, here's my line in the sand. I'm on this side, if you're over there, it's cool. I don't mind you being over there, but it's where I'm at. And then some people are like, "I hate you." Okay, cool, go find people that you love to hang out with. [inaudible 00:35:06] people who are looking for someone like you, your flag's in the air and now they can be around you. So it's almost like getting that disdain or anger in fact creates more love, because more people can now see where your heart's at.

Speaker 2:

No, that's so true. The thing is, and you said that, if you're open, even if you don't agree with what someone says, if you're open to hear what they have to say, that diversity, and experiences, and beliefs, that's what can create real change out in the world, and really make a huge impact. Because just because you don't agree with what someone's saying, they might have a perspective that you never even thought of.

Anthony Trucks:

Always.

Speaker 2:

That's where innovations, and creativity, and real change that we need can come from. So that video was a big thing for me, I was like, "Wow, that's so powerful."

Anthony Trucks:

Happy to hear it.

Speaker 2:

I just have one last ... Well, actually, if you were to give people three things, just three real quick things that they should start doing that would help them to either if they have those identity gaps, or to start making that shift. Just three simple things, what would they be?

Anthony Trucks:

Well, one thing is you can go to [slowergo.co](#) and take the quiz. I have a quiz that'll actually give you a ... It's a quadrant, slower go quadrant, and it allows you to figure out what are four identities you are? Because either you're a dreamer, you're a dabbler, a defender, or you're one of five levels of a doer. And when you figure out which one you are, it will clarify for you where to go. And then in that actually give you a couple of videos that show and tell you what you should do based on where you're at. Because some people are in certain spots that the information you need is different from the other position. So when you know where you're at and how you got there, and can call it, now you can figure out where to go. Some true action somebody can start doing is simply look at life ... I don't want to give you full courses and structure, but here's a simple way in a moment to look at things.

I tell people you need to take a seven second look at your life, because the goal for us all is to have better moments in the future than we have now. And what I do now will determine whether or not those future moments are better. And so I tell people, there's a rule that I use, it's called the seven second rule. Things are going to happen in life, typically, they're way outside of our plans. Good or bad, they just happen. And if they're bad, or if they're good, give yourself seven seconds to deal with it, just to consume it. And if it's negative, give yourself seven seconds to just stew on it. And then after those seven seconds, you have to make a decision of what you're going to go seek. And you can choose to seek a solution, or you can choose to seek an excuse. The problem is, you'll find exactly what you go seeking. If you go and seek an excuse, lo and behold, they'll pop up everywhere in your life. And you can live with those, but you'll also be living without the thing you want most in life or having better moments.

However, if you seek a solution, you'll find a solution. And it's the seeking of that, to go and find that that allows you to operate in a different space. Because seven seconds it sucked, now let's do something about it. And so, if I go find a solution or seek one, I'll find that. You find that seven seconds becomes a thing of the past and you don't even feel that way anymore. A big thing I tell people is action and suffering. Any suffering that I have, if I take an action and direction to improve upon it. That'll be great, but you'll never take the action unless you first start seeking solutions.

Speaker 2:

Wow. Awesome. All right. I want to be respectful of your time. This is such a great interview, and so great to meet you face to face.

Anthony Trucks:

[inaudible 00:38:50].

Speaker 2:

It's funny you brought up the quadrant framework, that's the framework I remember when you did your presentation. We have a common friend who is actually my business mentor too, Mel [inaudible 00:39:04]. Yes, that is something that I learned from Mel with the frameworks.

Anthony Trucks:

Man, for sure, I learned a lot from him as well. Still do.

Speaker 2:

He is awesome. I have two quick questions for you. First one, who are your mentors?

Anthony Trucks:

Well, it's interesting, I've got a few mentors. I have some direct mentors in different aspects. I have marketing mentors, so I got to name Todd Brown's a phenomenal guy that I'm learning a lot from. Brendan's a buddy and a mentor to the high operates and flows. God's a great mentor, my kids, my wife. I think mentor is a person who allows you to see some things and holds you to a higher standard. So in that capacity, there's everybody in my life becomes a mentor. Because I'm open to it, I'm open to feedback. They watch how I operate, and I take the information and I update how I operate. I just have to. And if I can do that consistently, I can feel confident leading the charge I lead, but also I'll lead a better life in the same way.

Speaker 2:

Awesome. All right, last question. What are you most grateful for?

Anthony Trucks:

I am most grateful, 100% my family. I'm grateful for every everything in my family, man. Growing up in foster care, it's not a normalcy to have your entire family unit all intact. And I also got divorced, it wasn't an uncommon thing, and then we got back together. So very grateful. Solid family unit, that is for sure what I'm most grateful for.

Speaker 2:

Awesome. I actually, I fibbed, I have one more question.

Anthony Trucks:

Good.

Speaker 2:

What is a big, scary, goal that you have that scares you, makes you nervous, you're working towards it. What is it?

Anthony Trucks:

I want to host a big network television show, I don't know what. It could be a reality TV show or something, that's the big next one. Because it's hard to find ... to get on those things. Especially in the capacity of what I'm talking about, happiness and joy. Most people want to see chaos and crazy, and so talking to producers, finding out a concept for a TV show, pitching that thing. All that stuff is not easy to do, but that's the next big scary goal for me. I'm writing a book too, it's fun like that. That's kind of scary, but not as scary as being a host of a show.

Speaker 2:

Awesome. Awesome. Well, I can tell you this, my sister and my brother-in-law are both huge Ninja Warrior, American Ninja Warrior fans. And when I told them I was interviewing you, my sister went on, she's like, "Did you know he was [inaudible 00:41:29]?" Yes, Tanya. I did. I'll let him know. Awesome. How can people find you? How can they learn more about you?

Anthony Trucks:

Just go to @anthonytrucks on Instagram, or go to anthonytrucks.com.

Speaker 2:

Awesome. Well, thank you so very much for joining us today and thank you for this interview. I have taken so many notes and I've so many good quotes from you. You are an inspiration. You inspired me to keep going and to keep making my impact in the world, but the impact that you're making in the lives of others is truly extraordinary and it just is indelibly on people's souls. It's amazing, so thank you. Thank you so much for doing this, and for joining me and joining my listeners. I really, really, appreciate it.

Anthony Trucks:

You're welcome. I hope you guys got something great from it. But yeah, thanks for having me. I seriously had a blast.

Speaker 2:

Awesome. Well, have a wonderful rest of your week. I really appreciate it. Thanks again.

Anthony Trucks:

Welcome. Take care.