



# JIM HARSHAW JR

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## *Revealing Failure as the Path to Success*

### **Wrestling with Success Podcast**

Action Plan Episode #62

Antonio Centeno

Today I bring you Antonio Centeno. Antonio is a father, husband, and former US Marine, who became a custom clothier in 2007. His mission is to provide men the tools to educate themselves and build the wardrobe that best complements their individual style. Antonio has spent thousands of hours helping thousands of men improve their appearance. Men who want to achieve greatness and realize they need a polished appearance which radiates strength and confidence.

#### **Quotes:**

"Most men don't know how to dress properly. The big issue is that a lot of men just don't care."

"A lot of guys don't understand that style affects your attitude. What we wear has a very deep psychological effect."

"Money is the biggest and worst excuse. Be honest with yourself, maybe it's not the money you don't have. Maybe it's just not a priority."

#### **Antonio Centeno's Style Pyramid**

Fit, Function, Fabric

Fit: Everything you wear needs to fit you. Freedom of movement is important in many jobs and activities.

Function: Your clothes actually need to help you do the job.

Fabric: Quality fabric looks good and lasts longer. It's worth the investment.

#### **On Finding Success:**

"If you're using the excuse, "I'm already working 50 hours a week," go cry me a river. If it really means that much to you, you're not afraid to work 100 hours a week. You're going to have to get really disciplined with your time. You're going to have to learn to say "no." You're going to have to find ways to make it happen."

**How to Say "No" (Jim's suggestions)**

"If I say yes to this, I have to say no to something else.

"I'm flattered that you asked but I just don't have the bandwidth right now."

"I have a prior commitment." (Even if that commitment is time for yourself.)

**Recommended Resources:**

<http://teachingmensfashion.com/>

<http://aaronmarino.com/>

**Episode referenced:**

Doug Muir <http://www.JimHarshawJr.com/49>

**Book recommendations:**

The 50th Law by Robert Greene

**Websites and Social:**

<http://www.realmenrealstyle.com/>

<https://twitter.com/rmrstyle>

<https://www.facebook.com/RealMenRealStyle/>

<https://www.instagram.com/rmrstyle/>

**Style Con 2017:**

<http://mensstylecon.com/>