



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #217

Charlie Brenneman

Having fought the scariest men on Earth, taught junior and senior high Spanish, won a reality TV show on national television and read incessantly for many years, UFC veteran, speaker, and author Charlie "The Spaniard" Brenneman calls upon his myriad personal and professional experiences and knowledge to inspire you, challenge you and make you believe.

He's been knocked out cold on live television and lived out his own Rocky story in front of a million people. Now, through traditional keynotes and workshops you can get an inside look at what it takes to compete, and win, at the highest levels.

Quotes

"I think my best gift that I can give people is essentially to be curious, and then teach what I learn."

"Don't fall off your path."

About Locking One Thing Down 09:59 - 10:44

"One of my best lifelong friends and Kyle Kingsbury who's a guy who I'd trust his judgement and credibility, they've been big fans of this guy named Ramit Sethi. He's a financial guy and he helps you build businesses. He has this course, I think it's \$2000 and I'm like, I've met five versions of Ramit and I never pulled the trigger. And I'm saying to myself, 'Whether it's him or someone or something else, just follow a path. Dave Ramsey's message is never go into debt. Well, that works for Dave Ramsey and his disciples. Ramit is talking about credit and using credit cards. That's his method. Some people say bury your money in a dirt pile in your backyard. But yes, just pick a direction and go because it's really mind-numbing to ponder so much."

About Pursuing Your Calling With Passion 17:39 - 19:21

"One thing I learned from fighting, and really I think it's kind of catapulted me in the trajectory I was going is that when I sought out to fight, I had no one else in mind. I want to compete with the skills I have, I want to be a fighter, I want to get to the UFC, I want to be champion of the world and do my best and dedicate myself to that. I didn't think how can I serve other people or help other people. I've always been a sound human being. My parents raised a kind person, where you treat others with respect. Outside of the standard good person, I didn't seek helping people. That was not my profession or my job. But I learned by fighting that just by pursuing this thing with all of your being, people are drawn to that and attracted to that and inspired by that. So when I finished fighting, I was like, 'Well, I'll just dedicate myself wholly to something else.' When you do that, people become interested. Dred, my partner always refers to Rachel Ray in cooking. He'd say, 'I'll never cook a meal that Rachel Ray shows me how to cook on TV, but I love that Rachel Ray loves it. That inspires me to love what I love.'"

About Charlie's Core Habits 23:35 - 24:50, 29:50, 32:35 -33: 10

"One is training intensely. I absolutely feel those benefits, I reap those benefits, or else, it'll be hard to convince myself to do it. But I can tell you that I do not look forward to working out. Maybe in time I will re frame how I look at it but I fret going. I fret this workout I got to do after this because I know it's going to be really hard. So I train really intensely. I believe in the value of hard work. I believe it makes you a better person. I believe it makes you more well prepared for whatever you encounter. I think the idea of 'Rent's due every end of the month so start working,' I love that idea. Training not just like, 'I'm gonna go to the gym and play patty cakes and walk around, talk to this guy,' but going to a corner, a dirty corner preferably and just bust out some hard work, that to me is fundamental.

The second is reading books. 'I don't have time for that,' you do have time for that. It's a priority. I'll give you a strategy. Pick a kid's book, a picture book. If you go to my website, you'll see a reading list and you'll see a bunch of kids' books in there. There are chapter books or kid's books that are literally five-minute books that can change your life. So you do have time to read. You just have to commit. Get a reading buddy and each of you get a kid's book and read it. At the end of the week, for a five-minute book read, you have a ten-minute conversation and you tell how that book influenced you and what you took from it. It might not sound very cool but

that's what books do. That's why I do my show the way I do it. I talk to the listener and I tell you what I learn from books.

Number three is I ask a lot of questions. I guess that goes with reading, but I ask a lot of questions. So I thought, why don't I create a show where I read books and ask questions? That's exactly what I did. In the here and now, it's providing my income. I have aspirations of it providing richer - not just money, but money, experiences, and the whole package."

About Having An Intellectual Partner 39:05 - 40:25

"Dred, my partner, is almost like my therapist. I heard a really smart guy who wrote *Thinking, Fast, and Slow*, Daniel Kahneman, I think it was him who talked about an intellectual partner. You call each other and you stretch each other intellectually. Dred is kind of my intellectual partner/therapist/Mr. Miyagi/advisor/partner. If I have something brewing in my mind, like, 'Do I really want to say this to my wife? I'm pretty sure I don't need to say it. Pretty sure if I do say it, it's going to start an argument. I'm going to sit on it for two hours. Then I'm going to call Dred and talk to him. He's really smart and objective. He's going to talk me through it. At the end of that conversation, I will feel relief and I will feel like I'm in a good spot. If I do bring it up to my wife, I'll bring it up in a much more thoughtful way or I'll realize it's not worth bringing up so I'll let it go.' That's therapy in a nutshell. That is what therapy is. You talk to people about your problems, challenges, anxiety, worries, and that's what I do with him and it helps me tremendously on a regular basis."

Recommended Book

The Untethered Soul: The Journey Beyond Yourself by Michael A. Singer

<https://www.amazon.com/Untethered-Soul-Journey-Beyond-Yourself/dp/1572245379>

Charlie's Reading List

<https://charliespaniard.com/readinglist/>

Episodes Referred

Charlie Brenneman: <https://jimharshawjr.com/4/>

Alan Stein Jr.: <https://jimharshawjr.com/184/>

Jon Gordon: <https://jimharshawjr.com/117/>

Drew Manning: <https://jimharshawjr.com/149/>

Free Mastermind E-Book

<https://jimharshawjr.net/insider-secrets19300394>

Website and Social

Website: <https://charliespaniard.com/>

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Facebook: <https://www.facebook.com/charliespaniard/>

Twitter: <https://twitter.com/charliespaniard>

Podcast:

<https://podcasts.apple.com/us/podcast/the-spaniard-show/id1142730497>

Book:

<https://www.amazon.com/Driven-Unlikely-Journey-Classroom-Cage/dp/1518752802>

Link to free copy of new book:

<https://charlie-brenneman.us5.list-manage.com/subscribe?u=44e897f128bd595efc681de36&id=4e1c16d190>