



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #235

Charlie "The Spaniard" 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.

I've had him on the show a few times now because he's one of my favorite people to talk to when it comes to toughness, discipline, and pursuing excellence. Here's my interview with Charlie "The Spaniard" Brenneman.

Quotes

"I think just implementing discipline and consistency into your life is an overall good."

"Early to bed and early to rise, makes a man healthy, wealthy, and wise." - Benjamin Franklin

"YouTube is an actual tool to learn stuff, even for legit people."

About Letting Speaking Be Natural 06:16 - 06:50

I likened getting good at speaking on a stage to just imagining you're randomly walking down the sidewalk. Getting on stage is like walking down the sidewalk but someone slips a mic in my hand. It's like I'm just being me. I'm just doing what I'm doing, except now I'm on stage with a mic in my hand. To me, it's seamless. You're just going through your life, boom, you're on the stage. Boom, you hand the mic back, boom, you're going through your life. So it's really an expression of yourself."

About Habits 10:04 - 11:20

"Because of social media and everything, I put a lot of pressure on myself. If I see someone getting up early, doing this or that, I feel like, 'Ugh, I'm slacking. I gotta do that too.' The idea of getting up early, getting your work out in in the morning, it works for a lot of people. I'm one of them now in my life because I have two little kids and that's the absolute only free time that I get, the time in the morning. But it's not a do-or-die. As long as you're doing that work and you're consistent in what you're doing, I think it's fine regardless of what time of the day. But I do think that going to bed early, getting up early, it helps you trim the fat because it makes you not do things that will cut into your night sleep. Then you're going to feel like garbage getting up in the morning. It just becomes a way of thinking."

About Prioritize and Execute 16:15 - 17:04

Let's backtrack to a different book, *Extreme Ownership* by Jocko Willink and Leif Babin. One of their principles is to prioritize and execute. I was going to mention that earlier when you spoke about habit. It's all based on prioritizing and executing, whatever the most important things are. With Ryan Holiday's book, one of my favorite lines in there that pertains to what you said. It says, 'When you treat sleep as a luxury, it's one of the first things to go.' You can say that with anything. So sleep is a priority in my life and my wife's life. I get 6 to 7 hours of sleep nearly all the time."

About Being A Writer 27:00 - 28:26

It would have been completely laughable to me 10 years ago if you said, 'You're going to be an author and you're going to be an author for multiple books.' 'Yeah, right. I'm not an author, dude. I'm Charlie The Wrestler. That's Who I am.' Post-fighting, it was like, 'What am I going to do now?' I talk a lot about what we do, about reading the audience and what do they want from you. I had just been asked a lot of questions. Fighting professionally is a very curious sport and people want to know about it, so much so my next book could be about fighting stories where I write about all my professional fights. So I thought, I've been asked enough questions and I don't really know what to do. But I love connecting with and inspiring people, so I'll write a book. So I just made that decision and made it a priority and sat down in front of my computer, which is the hardest thing for people to do. I just started writing. I took that initial 15,000 to 20,000 words and passed it on to my sister who's an English teacher. I then passed it on to Dread who's my partner in all this

stuff. They sent back with edits. Before you knew it, I had my first book. I think it was about 30,000 to 35,000 words. Boom, published it."

Episodes Referenced

Coyte Cooper: <https://jimharshawjr.com/coyte/>

Charlie Brenneman:

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<https://jimharshawjr.com/10/>

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Jim Harshaw: <http://jimharshawjr.com/232>

Anthony Trucks: <http://backup.jimharshawjr.com/61/>

Website and Social

Website: www.charliespaniard.com/

Facebook: www.facebook.com/charliespaniard/

Twitter: www.twitter.com/charliespaniard/

Instagram: www.instagram.com/charliespaniard/

Podcast: <https://charliespaniard.com/podcast/>

Books:

https://www.amazon.com/Charlie-Brenneman/e/B01D8WF3TO%3Fref=dbs_a_mn_g_rwt_scns_share