



JIM HARSHAW, JR.

Clarity of Action. Peace of Mind.

Success Through Failure Podcast

Action Plan Episode #392

Bill Potts

With his determination and lifestyle, you wouldn't have even known that Bill Potts has battled cancer five times.

Yes, five times.

This episode of the Success Through Failure [podcast](#) is not about cancer. It's about how you can own your journey and turn the struggle, scars, and pain into purpose.

And after all these years, Bill is currently undergoing treatment for the sixth time, with number seven just a few years away. His accidental expertise led him to author ["Up for the Fight: How to Advocate for Yourself as You Battle Cancer—from a Five-Time Survivor."](#) a book on how to navigate through life after a diagnosis.

For many of us, decades of surgeries, treatment, recovery, isolation are just plain unbearable, and understandably so. And yet, Bill's ability to somehow respond even better each and every day is nothing short of extraordinary.

Bill Potts is a motivational speaker, business leader, community builder, and dedicated father and husband. He has held executive positions at the IRONMAN Group and the Clearwater Marine Aquarium, and lectured on marketing at Tulane University, where he earned his MBA.

He is currently the co-founder and a managing director of marketing agency Remedy 365 and an IRONMAN triathlete.

In this episode, Bill walks us through his ongoing 20-year battle and how you can turn your own pain into purpose. Listen to Bill's story now.

Top Quotes From This Episode

"Money is much more about creating memories and building relationships than it is about stuff."

"The whole idea in life is you get far by taking a lot of small steps."

"Owning it means challenging the doctors, doing your homework. It means taking notes. It means showing up on time to appointments. It means understanding the drugs that you're taking and the side effects that they could give you. It's your diet, it's your recovery, it's all of it. You have to own it."

"Reconnecting with your 'why' in life, whether it's cancer journey or not, is going to really help reset your focus and your drive."

"Make sure that you fix relationships that are broken today. And if you love somebody, tell them not tomorrow, tell them today."

Show Notes

This episode touches on the following key topics and ideas:

- **[Share this episode! \(2:28\)](#):** Share the podcast on social media by tagging Bill and me using the hashtag #STFpod:
 - a. **Facebook:** [@BillCPotts](#) | [@jimharshawjr](#)
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 - c. **Instagram:** [@billcpotts93](#) | [@jimharshawjr](#)
 - d. **LinkedIn:** [Bill C Potts](#) | [Jim Harshaw Jr.](#)
- **The first cancer diagnosis (3:10):** How Bill found out he first had cancer 20 years ago, and what his and his family's initial reactions were.
- **Scariest part of the journey (4:45):** The scariest moment that Bill encountered during his early cancer journey.
- **Changing priorities (11:17):** Bill shares how getting diagnosed with cancer shifted his perspectives and changed his priorities.
- **Perspective without the pain (12:50):** How to gain perspective even without a life-altering diagnosis or experience.
- **Five things you need to beat adversity (14:14):** Bill shares five things that can help you both emotionally and physically throughout a cancer journey.
- **What would you say to your old self? (20:14):** What current Bill would say to 2002 Bill, back when he got his first cancer diagnosis.

- **Learnings from failure (21:05):** Bill's mistakes throughout the years and the valuable lessons that he has learned from them.
- **Bill's current and future battles (23:25):** Bill gives us an update on his current, sixth treatment and when he expects battle number seven will be.

What action item/s the listener can take in the next 24-48 hours? (25:23):

- Decide on a goal that you want to achieve.
- Put together your plan.
- Take care of your relationships.

List of Resources Mentioned in the Episode

Bill Potts' book, "[Up for the Fight: How to Advocate for Yourself as You Battle Cancer— from a Five-Time Cancer Survivor](#)"

Want to talk to a personal performance coach?

Want to consider executive life coaching? Claim a spot on Jim's calendar for your free one-time clarity call: JimHarshawJr.com/APPLY

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Other Episodes Referenced

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Guest Website and Social

Bill Potts

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