

## Smart and Simple Matters 012:

### Remarkable Relationships and Doing the Impossible with Scott Dinsmore

Show Notes at: <http://valueofsimple.com/smart-and-simple-matters-podcast-012-with-scott-dinsmore>

\*\*\*\*\*

Hey there,

Thanks for downloading the transcript of the Smart and Simple Matters show. Before you read the transcript you'll want to read this quick.

To make sure you don't miss new Smart and Simple Matters shows, go to the Value of Simple website and sign up for the email newsletter. Do that here:

<http://valueofsimple.com>

#### **In this episode you'll learn about:**

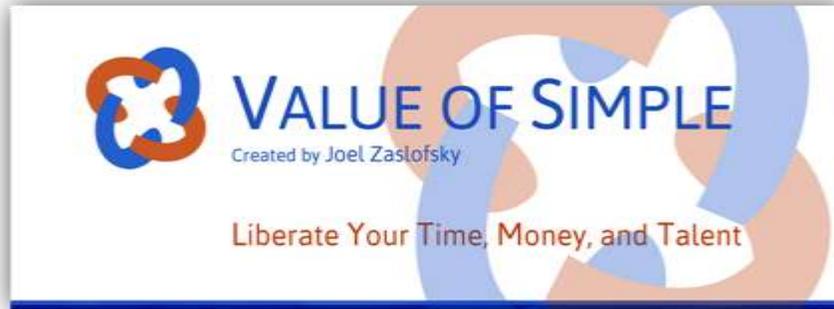
- Scott's definition of success and how it leads to remarkable relationships
- Why you want to "brainwash the impossible" (and how you do it)
- What event in Scott's life was the *ultimate* 80/20 return on investment
- How much bigger your "why" can be than your "how" and "what"
- What Warren Buffett knows a **ton** about besides investing
- The formative event that sent Scott down the path to success
- What relationship step out of twenty being connected via social media is
- How to build a habit of "controlling what you can control"
- What's in the Passionate Work Framework (and why you want it)
- Reciprocal inspiration and how it starts
- Why field learning is more powerful than classroom learning

Oh, and please don't forget. If you appreciate this specific podcast or the Smart and Simple Matters show in general, go to the [iTunes page](#) and leave a review. Every single review is a **huge** help to the show and greatly appreciated! Here's the link:

[Smart and Simple Matters on iTunes](#)

Now for the transcript.





\*\*\*\*\*

**Joel:** Hey there, and welcome to the [Smart and Simple Matters](#) show with your host, **Joel Zaslofsky**. It's might not be Independence Day, but you're getting some serious rhythm and booms on this one. This is episode number twelve.

Welcome everybody to another exciting episode of the Smart and Simple Matters show! It's a fire cracker kind of day for me and will be an inspiring day for you, because I have Scott Dinsmore from Live Your Legend.net on with me. Scott is kind of a big deal these days as he continues to build momentum with recent splashes like his TEDx talk on [how to find and do work you love](#), the launch of his [How to Connect with Anyone](#) course/community, and a whole host of other passion projects we'll cover today.

He lives in the San Francisco Bay area with his wife Chelsea and you can find him – among many other things – going on long runs, sipping tea with friends, or doing a bit of globe-trotting as he's constantly seeking (and being sought) to engage people to change the world by doing work everyone loves.

But I just want to start this off on a personal level. Scott's been one of my top motivating forces since my personal renaissance began almost three years ago. I don't say this to brag, but I've been following Scott's journey and being a better man for it since the days when he was blogging at the predecessor to Live Your Legend, a website called Reading for Your Success.

And just as a further note, I'll be using Scott's [free goal setting and action workbook](#) for the third year in a row and it's made a *huge* difference in defining why I want to accomplish my biggest goals and in helping me create the steps needed to achieve success in my own way. I also used Scott's awesome [product launch checklist](#) when I opened the doors to [Start Investing with \\$100](#) last month and would have forgotten a ton of important steps in the process without it.

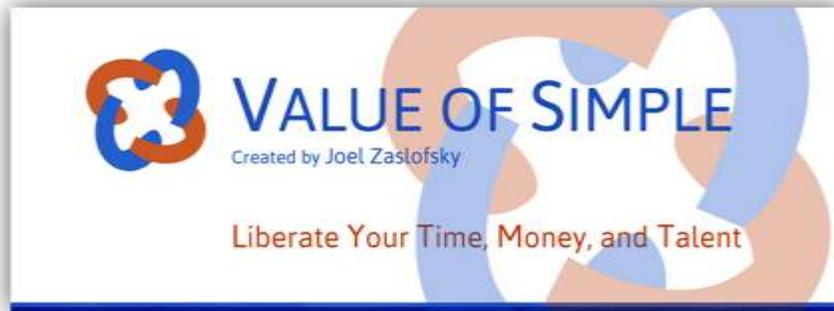
I could seriously go on and on about what Scott's story and the his fantastic creations have done for me – not to mention thousands of other people and growing every day – but you're going to get a lot more value from hearing him talk about a ton of great stuff today.

So welcome to the show Scott! I'm super pumped up to have you on.

**Scott:** Wow, Joel. What an intro. That was unbelievable. I'm kind of glad that we're only doing audio because my face is totally red after that intro but that was awesome. It's an honor to be here. It's very cool to see what you've been building, and to know you've been around since the beginning with Reading for Your Success. Man, I'm almost embarrassed to say that name now because it was such a different experience than what we have now at Live Your Legend. But it's so fun to see the progression. I'm happy to- I'm at your disposal. Let's dive in.

**Joel:** Don't be embarrassed. Before **Value of Simple** existed, I had this thing called Enlightened Resource Management. I evolved past it and still honor the fact that it existed. So, your Keith Ferrazzi stuff, actually that's still on Reading For Your Success, I know you can find it on Live Your Legend now, and the book reviews that you've done are awesome. I know I still turn to those every once in a while.





**Scott:** That's funny, I was actually thinking this morning on a run that I might clean those up and maybe pull them off just because they're so old but maybe I won't. Maybe I'll leave them on there.

**Joel:** Well, make sure you notify me before you do so at least I can take some PDF copies of them.

**Scott:** All right.

**Joel:** Cool. All right, I want to quickly give our listeners an overview of some of the things that we'll be discussing today. We're going to be covering some of your back story and parts of it that aren't commonly found on the Internet.

Then we'll talk about success with relationships, the other business you run besides Live Your Legend, and some related investing stuff, how to inspire people with big goals and commendable acts like creating a partner charity to donate some of the income you make, your new course/community, I've already mentioned it, How to Connect with Anyone, and if we have time, a couple of fun questions about physical challenges and a thought provoking scenario. Sound good?

**Scott:** I love it. That does sound good.

**Joel:** All right. So, let's hit it then. First up, for a young guy, and I'm 33. I know you're a little bit younger than me, I still refer to guys like us as young guys, I got to say you have a vivid story to tell about your experiences after college leading all the way up to today. I'd love to cover a bunch of them, but then we won't have time left over to get into the most important parts of our chat.

I know the story of your past decade or so pretty well by now, but a lot of the people listening are being introduced to you for the first time. I know it's impossible to recap it all but can you tell us a little bit about where you lived, who you've met, what you've done and what's inspired you since the end of your college days?

**Scott:** Certainly. It's a big question, there's a lot of ways to answer that but I think the way that--, let's start with when my thinking changed a little bit about the world. I studied in Sevilla in Spain for five or six months and lived with a family out there when I was still at university, when I was going to UC-Santa Barbara.

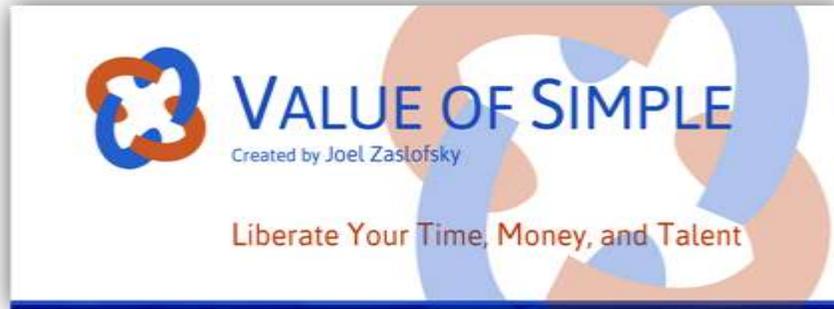
When I was out there, I just noticed how people really prioritized life and experiences and community over all the stuff that we prioritize in the U.S. like success, by the regular definition, and status, and climbing the ladder, and money. It just kind of showed me there's another path you can walk and I just fell in love with this approach.

I actually ended up moving out to Spain on a whim after graduating from college to start an English teaching business with some businessmen. I was also a tour guide in Spain, Morocco, and Portugal. A good friend of mine, my roommate, had started this company called Discover Sevilla. It was a very cool synergy that we had going on and I got to see this different way, this different lens that you can look at the world.

When I kind of thought of what is the impact I want to have, I thought more about just the idea of, one enjoying my days, at which seemed kind of novel, which is silly to say now, but then, and also just having an impact.

But what's funny, and I covered this in the [TEDx that we just gave](#) so I won't go through it into deep detail, but I got home with all these big plans and I said, "Let's do something that really matters."





But then, of course, I got brainwashed right back into the thinking of ‘get a good job with a big company and a good training program, build that resume’ and I went and just followed that line because all these bigger, older mentors I had suggested that.

I got there and I was really pounding my head against the keyboard. It was just really mind numbing work.

And I thought, “There’s got to be something more than this.” I remember reading a quote from Warren Buffett, who I am a huge fan of, and I guess we’ll get into this topic later, but we started a business based on his work when he was younger. His quote was: “Taking a job just to build up a resume is like saving up sex for old age”.

You think this guy is all about investing, yet he has these little phrases that hit directly to the core of so many major issues in people’s lives and in the world. This one, when you hear it, it’s just like, “Aha! What am I doing?” Yeah, I plan to live for 90, maybe 100 years, but that’s still pretty damn fast. And so, I need to get to work on building something that matters.

And so. I quit to pursue or just trying to first figure out who are the people that were inspired, that did this work they loved and what were they doing differently than the people that hated what they did. I just went on this quest to figure it out and just over time people started to notice and more and more people wanted help.

I started to help them. My quit rate was 80%. Of the people I talked with, 80% would quit their jobs to do something that was more meaningful to them. It just snowballed.

This topic felt like such an important one that I ended up working on a little website which was Reading for Your Success and then it turned into Live Your Legend.

That’s how this stuff got started. But to be honest, if I never had that trip abroad I don’t think we will be having this conversation or anything like that. I probably wouldn’t be thinking about this stuff. That’s for sure the single most valuable thing I did in college – to leave the country. It’s fantastic.

**Joel:** Yeah, and you picked a good spot, too. I’ve been to Sevilla before. I was actually there for the **Feria de Abril** or the April Festival. That was amazing. I could see how spending time in Sevilla and just abroad in general could be that transformative moment.

But not all of our transformative moments happen in college or after the time if we even go to college or university or trade school or whatever it is, a lot of people in their origin stories and a lot of the sparks for what they’re doing in their own life, the seeds for doing something really phenomenal, at least I found, often start when you’re in high school or even earlier.

This kind of gets into some of things that aren’t discussed all that frequently but I always love asking people about one or two life changing events that happened to you before you went to college that set the stage for the inspiring guy that we see today.

**Scott:** They probably both have to do with my father. The first that come to mind, I’m very good friends with my dad and the same with my mom. We have a great relationship and they’ve been incredible supports and always encouraged me to ask ‘why not?’ and just to kind of pursue things.





My dad kind of took his own path and ran a couple of businesses in his day. It was fun to see him at different times in his career where people would kind of look at him like, “What are you doing? Why aren’t you a doctor? Why aren’t you doing this or that?” He would just kind of be quiet in the corner and just say, “I have a vision in building something,” and turned out to have some great successes personally and those resulted in financial, too, in different ways.

To see someone who’s okay not listening to the crowd, just being around that was a very cool thing, and their encouragement to pursue different paths.

The other thing was he gave me a copy of [What Color is Your Parachute?](#), which is like you’ll notice the career change bible. **Dick Bolles** wrote it I think 41 years ago and it’s been updated every year and it’s been a bestseller for almost all 41 years. It’s been crazy. He’s become a friend of ours because he lives in our same hometown. It just kind of gave me this perspective that doing work you love, that just doing work that was you...is a right. If you’re willing to do the work, make the discoveries and surround yourself with the right people, it’s something that’s totally in your control.

It’s interesting to still see so many people convince themselves of the opposite. They just give up before they even try because they just assume it can’t be done.

**Joel:** Holy cow. I have no idea that that book is 41 years old.

**Scott:** Yeah.

**Joel:** And it’s updated every year. Wow.

**Scott:** We just went to his 85th birthday party a few months ago. Yeah, I couldn’t believe it either. Wild.

**Joel:** That’s nuts. Well, it’s cool that I hear some of the catalysts, some of the origins of people and the big things that happen to them and that lead to some levels of success. Maybe big, maybe small, in different types of ways. That’s one of the things that I want to talk about – success – for a moment.

You and I have tons of different definitions of success and everyone else in the world has one for a different context and different scenarios. It can be juggling time commitments, money, spiritual enlightenment, or whatever. People have different views of success and what it actually looks like.

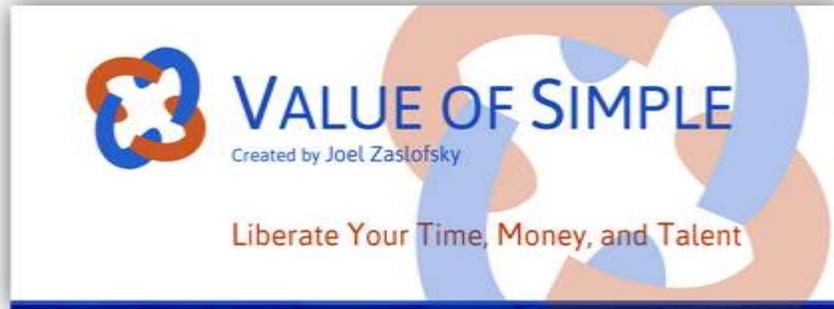
For a guy who’s all about relationships success, I wanted to ask you: How do you define success when it comes to making new friends and growing the existing relationships you have?

**Scott:** Yeah, that specific question about success probably has never been asked of me, so good work on that. Success for me in general is really getting to spend your time in a way that is really meaningful to you and in turn meaningful to others.

With the relationships, that’s the fabric of everything in this world, the thread that weaves everything together.

For me, success is getting to spend, I don’t know if I have this really quantifiable in terms of numbers, but just consistent quality time with people that you really care about and have genuine relationships with people.





You can meet a lot of people online. I have a lot of Facebook friends, maybe there's like a few thousand or something like that. But are they really friends? No. They are people you've met different ways and it's fine, it's cool to connect. But that's not a friendship.

We've kind of lost touch of what it really means to connect because it's so easy to think, "We checked the box. Ooh, they accepted my friend request. They responded to my tweet." Okay, fine. That's a start. That's like step 1 of 20 maybe.

Just to embrace real relationships and have this consistent, like genuine meals and wine and share and experience it with someone.

I was at an event last night, it's called **Love Spring**. Two women, the women who founded TEDx San Francisco, they've become good friends, they're very inspiring women, they have this awesome house in San Francisco. They got it specifically to be able to host dinner parties. Every week they host like 30 people, their friends, and they have someone speak each week.

I was invited to speak there in February on **How To Do The Impossible** which was a very fun night. But I've gone in other events since then. Last night **Tim Ferriss** was the one speaking about the **Four Hour Chef**. It was fun; we were sitting there with a group of people.

Obviously, Tim is a very well-known guy and has done very well. Just to be around these folks, all the people in the room were in their own right awesome, or Living Legends as I like to say.

You have this really fun time getting deep with people, some you've already met, some you've never met, but to do that kind of stuff consistently in a real way that's not just like super on-the-surface. I mean, you can only have so many on-the-surface collecting business card situations.

**Joel:** So, if step 1 of 20 on your relationship ladder is tweeting or Facebook or somehow acknowledging each other's existence, would you say Love Spring is step 13 or 14? Not the pinnacle, but pretty far along?

**Scott:** Yeah. Love Spring gets a lot closer. I think the pinnacle is stuff like having a four-hour meal with your buddy and his wife and your wife and sharing some wine and soaking that in and doing that regularly, or going on a two- or three-hour run and maybe walk with a friend, just where it gets really deep and you can just talk about what matters.

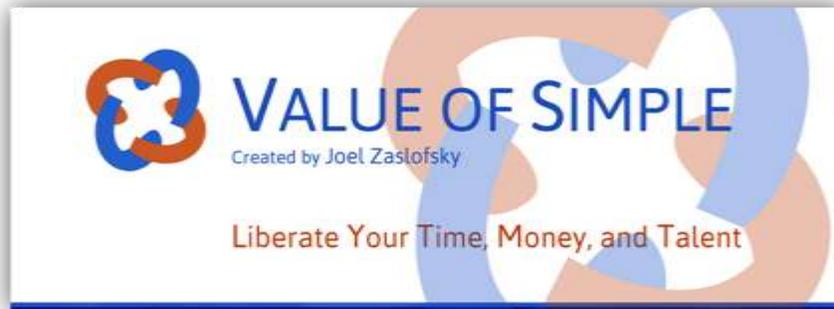
A lot of the times, if you only have a half hour with someone or 15 or 20 minutes, you can't get past the surface stuff that easily. But once you get in there, then you can really start to talk about what matters to each other.

**Joel:** Yeah, I got to do the long, slow dinners, the dinner parties. It's actually on my list of things for 2013 – to round up friends and other folks who I want to get to know better and host them over here. It might not be every month but it's on the list.

**Scott:** I like it.

**Joel:** All right, I want to talk a little bit about investing. That's one of the big reasons why I was stoked to have you on the show, among many, so that we could talk a little investing shop.





You and I both have backgrounds in the investing world. I was going to joke, I guess I still will, that only one of us has received a personal letter from Warren Buffett or had the CEO of a multinational wealth management company pat us on the back for a job well done. I'm going to let people guess which of those two things happened to which one of us. But I can say with certainty that, of course, between us, only you have your own investment fund which you co-manage under the Cumbre (pronounced Coom-bray) Capital Partners brand since 2008.

I won't say it's curious, I know it's intentional, but as an avid Live Your Legend reader, your life at Cumbre Capital Partners almost never seems to pop up even though it's a big part of what you do, right?

**Scott:** Right, yeah.

**Joel:** My primary goal in helping people invest or doing something like Start Investing With \$100, it's all about inflation and taxes and having them defeat that dual-headed monster as I like to call it, so that they're growing and maintaining their purchasing power. Buffet talks about it all the time and I know a lot of other people do.

But I wanted to ask you, what's your primary goal when it comes to helping your investors grow their money?

**Scott:** There are a couple of things here. First of all, I don't mention Cumbre on the site much. For one reason, in some respect, it's kind of illegal because the SEC doesn't allow you to advertise funds that are structured the way that ours is. We only charge performance fees.

Let me explain how this goes. The rule is that you can't really promote this stuff to people you don't know. That's why I don't mention it.

But there are some things I'm working on right now with my partner to better find ways to serve the Live Your Legend community a little bit with the things that we know in the finance world. I still don't know how that's going to all pan out but we have some pretty exciting ideas. Maybe in 2013 those will start to come to life, maybe it will take longer. Who knows?

When we started Cumbre, we're huge fans of Warren Buffett. He's been a fantastic model and mentor in a lot of ways. We go out to Omaha every year for his annual meeting. Our first year out there five or seven years ago, on our way home we were so inspired that we sketched out how one day we'd love to run an investment fund that really modeled the beliefs that Warren Buffet had when he was 30 years old and the way that he ran money for families in Omaha, Nebraska.

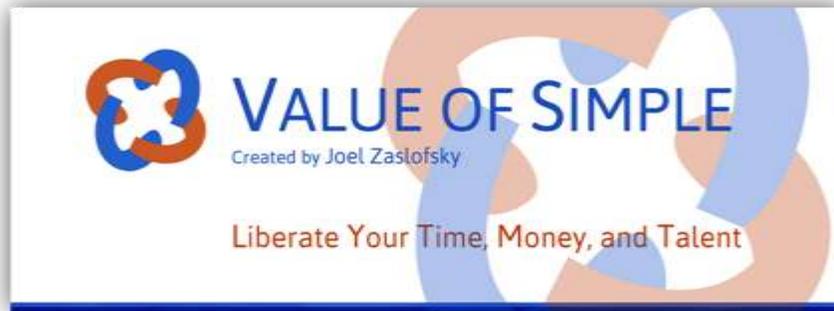
He had a unique way of doing it where he said, "I'm only going to charge you money if I make you money." It was a performance-only structure.

It's almost like a joke for me to say that because anyone who doesn't know about investing would think, "Well, obviously! Of course, you shouldn't charge me money if you don't make me money." But the sad state is that less than 1% of funds are operated that way.

Buffett just saw that as the most fair and aligned way to do it. We saw no reason to stray from that. We had lawyers recreate his partnership structure from the 1950's and '60's. That really doesn't exist anymore.

I think I know most of the people who run funds of this structure and I can count them on one and a half hands or something.





And so we just thought we want to bring some more integrity back this space that has gotten so convoluted and screwed up and greedy and all this. It just didn't seem fair.

Our goal is to provide families an honest and fair way to invest in the stock market. That's obviously a very general description but the thing is most families don't care or know enough or want to know enough about what stocks to buy and all that kinds of stuff. It's just too out of their circle of competence and their realm of understanding.

We see our job as they outsource that worry to us and we take care of that.

It's a very long term approach. We sit on our hands most of the time and don't really do much trading or buying or selling. We just try and buy good companies at good prices and do that for the long term.

But the real goal is alignment of interest and just being fair and open with the stuff. I think is what it comes down to.

**Joel:** Cool. Yeah, that explains it for me. And I just wanted to touch on another investing-related thing and to keep with the theme for a moment. This goes back to an article that you wrote in May 2011 on Live Your Legend. I'm going to link to it in the show notes because I think it's great and people need to read it. It's called [Does What You're Doing Actually Matter?](#)

That one had a really big impact. I can tell from your chuckle, you obviously remember it well. I'm sure you remember pretty much all your stuff well.

There is a certain section though in the article that you wrote and I just want to quote you for a second so people have the context. You said,

"People don't buy what you do. They buy why you do it. No one cares what you're doing. No one even cares how you do it. I don't care how mind-blowing it is. They only care why you're doing it."

"Once you connect with your 'why', you give them a belief they can adopt, but not until that emotional connection is created. Then the 'what' and the 'how' become wonderful ways to justify the 'why'."

That's the end of that section and the end of the quote.

I got to believe that 'what' and 'how', for a guy who's all about 'why', I'm all about 'why' too, but for a guy who talks about 'what' and 'how', they got to come into the equation at least somewhat.

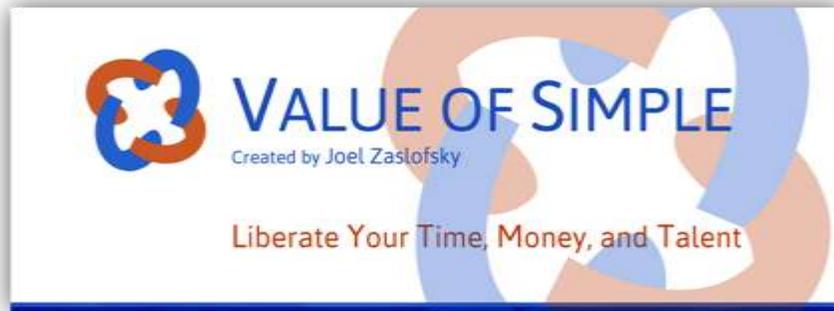
We'll draw the investment theme from a moment ago. If 'what', 'how' and 'why' are the asset allocation of everything that makes up the Live Your Legend community, and those three things added up to 100%, how would you allocate 'what', 'how' and 'why'?

**Scott:** For the Live Your Legend community?

**Joel:** Yeah.

**Scott:** Wow. I'm trying to unpack that question for a second.





**Joel:** It's a doozy. I had to write part of it down.

**Scott:** First thing is I would love to talk full credit for what you just read but I learned all of that from Simon Sinek, who's become a buddy of mine. He actually has one of the top 3 or top 5 TED talks of all time. It's called [How Great Leaders Inspire Action](#). I've watched that video at least 15 times. And he has a book called [Start With Why](#).

I don't think he really invented this stuff. He packaged it in a way though that is very easy to digest and when I heard it, it changed the way I look at everything in the world - the way I approach my conversations with my wife Chelsea or with my business partner, what I do at Live Your Legend with the business. You always start with why.

It was funny when I sent Simon an email a couple of weeks ago because this TEDx talk was going live. I said, "Simon, I love to know what you did to have yours be so successful. Other than that, it was just brilliant." He gave me some advice. He pretty much said just spread the word and let people spread it for you. But he had no secrets. He just said, "I just beat the drum."

I asked him about my bio and he wrote back and said, "Bio looks good. I would just take the last sentence and put it first." And when I looked at it, I had naively ended my bio with 'why'? I said I'm on a mission to help people find work they love and change the world. He pretty much told me, "Scott, start with why. Come on." And it's like, yes, obviously, every single time, you start with 'why'.

People miss this so much in really everything they do. They think they need to justify all this great stuff they have and how many visitors and subscribers and who knows what it is, but if people don't buy into the message, it doesn't matter.

In terms of the allocation, it's hard to say because 'why' is a part of everything I do, every article I write and everything I think about creating and of course, everything when it comes to the marketing perspective, but I mean just from a creation perspective, the 'why' is always such a huge part of it. It tells you what you should do.

At Live Your Legend, it's "Change the world by doing work you love." I believe that if we can get each person to start doing work that's meaningful to them, it's going to ripple across the whole planet. People are going to start treating people better. There's going to be more inspiration, more innovation. It's going to be crazy. That's why Live Your Legend exists and why we built the community, so the people could feel like they belong.

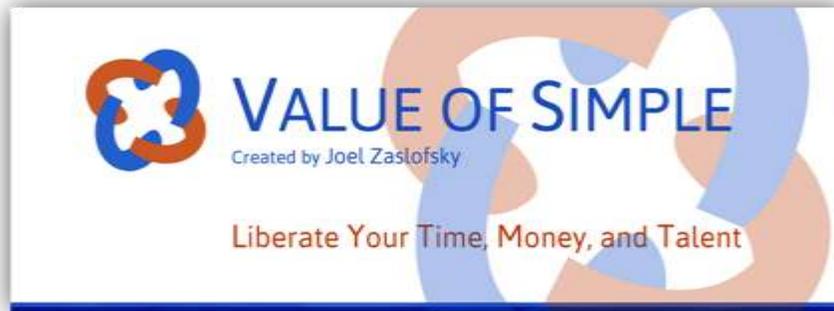
I'm trying to think, maybe if you want to ask something to kind of dig deeper into that and clarify so I could make sure I get to your answer—

**Joel:** It's a little bit abstract, I know, but out of a hundred percent if during the course of your day, obviously you need to create something. 'Why' doesn't create anything. You need to do also 'how' and 'what'. So, 'why' is the driving force behind everything. Live Your Legend, the community, the brand, it's the biggest part of it. But is 'why' 80% of what you do when you communicate and 'how' is 15% and maybe 'what' is 5%? These are somewhat arbitrary things, I know.

**Scott:** I see what you mean.

**Joel:** I'm just wondering how much bigger is 'why' than 'how' and 'what'?





**Scott:** Okay. Yeah, if you don't create anything, you're nowhere because that's what people want. When you create valuable things for people, everything's better and everyone is happier and better off.

Now it's gotten to the point where it's such a part of my just *being*, this whole idea of starting with 'why' that I don't have to sit down and think, "Okay, today we're going to think about 'why'." It's always there in my head.

I spend most of my day creating things. First thing in the morning I spend a few hours and then throughout the day in things. And that's what really makes the difference; the 'why' is just kind of baked in to that at all the time.

But most of my time is spent creating things, for sure. You have to think about like what is the 80-20 or what are the main things you should spend time on? You can only focus on so many things and people get really caught up in this, especially online. "Do I spend time on Facebook and go to that community? Do I get Twitter followers? Do I tweet? Do I re-tweet? What do I do?"

I was talking to a friend about this over tea a couple of day ago. He's getting started and was kind of where I was a couple of years ago and I said I just realized all that mattered was me creating the best content I could possibly create for my community and then the best content I could possibly create for other people's communities through guest posts and interviews and things like that. I said, "Seriously, if you didn't even turn on Twitter and you just focus on that stuff, everything would change. Everything else is a distraction."

Sure, I spend a little time on Twitter but I don't have nearly as many followers as a lot of people I know. I also don't care. It just doesn't matter. I'm even about taking off the Twitter button on my site because I think it distracts people from what I really want them to do which is read the content or maybe join the community through email because then they can see all of the valuable stuff we provide for them for free.

You just got to think, what are the core things that are really going to move the needle for you?

I found, at least for me, those two things, this comes down to adding massive value.

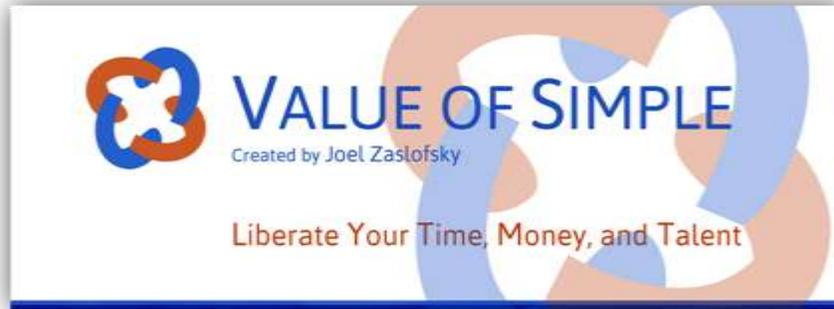
**Joel:** Awesome. You're right. That question is a difficult one to unpack. I guess I'm somewhat notorious about asking some convoluted questions.

**Scott:** I like it.

**Joel:** I'll go easy on you on this next one. And I feel obligated to ask this one because you inspired me to create a partner charity for Value of Simple and that means I give 5% of my pre-tax income to a non-profit at my area. They are called [Second Harvest Heartland](#), a phenomenal organization. I'll link to them in the show notes in case people want to check it out.

But 5% of my old corporate gig income, that would have made a big impact on Second Harvest Heartland this year and the 5% of my current rookie entrepreneur income isn't going to do much for them. But the level of commitment I have to them now and the amount that I look forward to cutting them a big check in the future, I can't tell you. I mean, it's amazing. Just the feeling that I'm going to get and the level of engagement that they've shown me too.





Now, Live Your Legend has a partner charity. It's an organization called [impossible2Possible](#). I re-read your article about them and I understand why you chose that one in particular. But for the people who haven't read that article and have never heard of [impossible2Possible](#), can you tell them about their mission and why you felt the need to make them your partner charity?

**Scott:** Certainly, and then after I'm finished, you got to tell me about your partner charity and what they actually do.

So, *impossible2Possible*, at Live Your Legend, I was out to dinner with a few friends who I know from online recently and talking about, "what's really the purpose of the work we do". I believe the purpose of most of us trying to help people is to inspire possibility, inspire people and get them to believe that they can do the things they didn't use to think they could do. Because if you do that, then a lot of times you don't even need to provide the tools. People will be so motivated they'll figure it out.

Now, of course, at Live Your Legend, we provide plenty of tools once people are inspired and decide to take the action. But if you can't get people to inspire that it's possible, forget it. They're going to give up early and they'll never going to start. That's a huge thing.

What happened with *impossible2Possible*, at Live Your Legend we have this [Passionate Work Framework](#). It's three steps to do work you love. One is self-discovery - many experiments, understand what you love, what you hate and your strengths, things like that in your values. Then it's doing the impossible, showing yourself that you can do the things you didn't think you could do. Then it's surrounding yourself with passionate people.

As it turns out, the fastest way to do the impossible is to hang around with people who are already doing it; those passionate people that take you to that new level.

I remember a reader, Jason Billows, last year or two years ago, he told me, "Hey, Scott, you've got to check out this charity *impossible2Possible*." I looked it up and this guy Ray Zahab who started it, he was a chain smoker, he's overweight, unhealthy, he was in his thirties, maybe almost forty, and he's like, "What the hell am I doing with my life?"

He watched some people, he started doing some runs I think with his brother or buddies. He then saw, I think he was reading a magazine or at a race, finishing a marathon or something like that. He's like, "God, those people don't seem like they are that much more capable than I am. That person is overweight. That person is older, or whatever it is." Then he just said, "I'm going to try running."

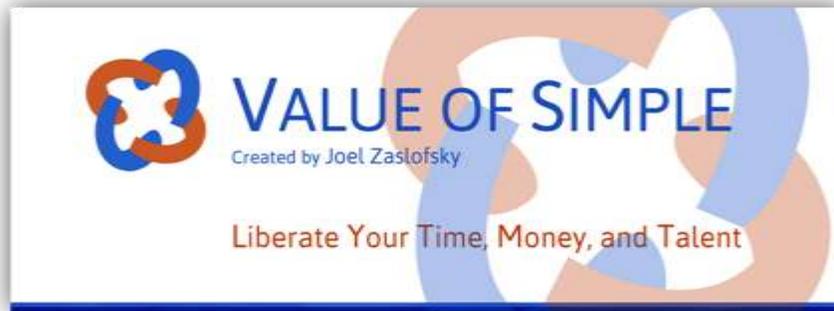
Eventually he enters this 100-mile foot race and he won it, which is a serious ultra-marathon. Then he entered another one and he won it. He kept winning.

He decided to take the story on the road and inspire folks, specifically kids. What *impossible2Possible* does is it takes a group of kids on these crazy physical adventures once or twice each year. They just got back from Botswana and two teams of four ran 400 kilometers and I think it was like two weeks. It was like 50km a day. That is like 32 miles a day.

**Joel:** What?

**Scott:** Yeah, it's insane. These are high school kids and he does four or eight of them.





What is cool though is during this thing, one, they're showing that "Holy crap, you can do that." I thought a marathon was impossible when I was in high school. I just didn't think that could happen. But these kids, he shows them that that is wrong and most limits you have are just set by yourself. If you work hard, they will become milestones.

What is cool is every day, in Africa, they were studying the clean water crisis. They had experts that at the end of each run, they would learn, experiential learning in the field about these different topics.

Think about how much more you're going to remember about water and boiling points and things if you learn that in the field than if you read it in a textbook in your classroom.

Then they broadcast this to over 20,000 people - kids, students in classrooms around the world in real time every day on these adventures. Not only is it inspiring these eight kids that they can do crazy things, but then everyone see that. The fastest way to do thing you didn't think that could be done is to hang around with people who are already doing them. They see that happening so as then they feel like they can operate on a new level.

And it starts with kids. You were saying how people have this thing, usually it's in high school or maybe even earlier where that something happens and it cause them to take a certain direction. Unfortunately, I think, for the most part, those things that go on is conditioning that tells us we can't do certain things. We can switch that before people take that wrong path and it can just change everything.

What Ray's doing with their group blows my mind. When I heard about it, I couldn't sleep. I was so excited to figure out how we could make them our partner charity.

I agree with you. I can't wait...like last year, Live Your Legend did all right and I was very proud of it, much better than I did in the past ever with anything online and this year it's done a ton better than that. And I still think we're just getting started and I'm so excited to write them a bigger and bigger check.

I've probably been writing a bigger check than the 5% we give because I just love what they're doing. Oh man, it's so important, when you find something you can get behind, it huge for you personally.

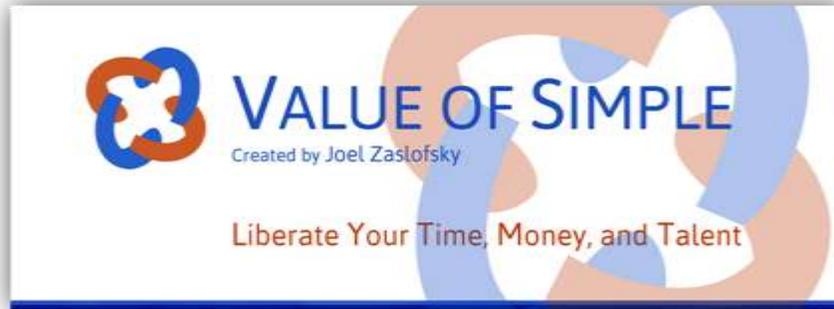
But this comes back to 'why', too. That is a huge part of the Live Your Legend 'why' – showing people they can do the impossible. So, it makes perfect sense that *impossible2Possible* is our partner charity. You want to be doing things that are congruent with who you are, who your business or your brand represents and that whole 'why'. It all comes back to that.

**Joel:** Yeah, wow. That's seriously powerful stuff.

I've had people approach me and say, "Hey, what you're doing to Value of Simple is really cool about your partner charity," and I said, "Don't give me credit for it."

We were talking earlier in your giving credit to Simon for a lot of the ideas and for that post back in May of 2011. That's one of the really cool things about reciprocal inspiration. You see how it goes around. There is this constant drip that people have on other folks. It's this beautiful mishmash of people encouraging, challenging, inspiring each other to do things and to emulate, but in their own way. That's really cool. Thanks for the recap.





I'm going to save my recap of Second Harvest Heartland for some other time because this is about you and we're running a little bit out of time.

**Scott:** All right.

**Joel:** Like I said, in the show notes there'll be a link to the article I wrote them and maybe someday I'll elaborate on that.

Originally, I was going to talk to you about TEDx and how you pulled that off because I really, really wanted to know and I got my shot to ask you about it. But you kind of told everybody about that yesterday in your article about [How to Get Invited to Speak at TEDx](#), I'm going to link to that, too, which I think is great. I put a comment in there, too. I said, "Almost as inspiring as the actual talk itself. Masterful stuff."

**Scott:** I saw that. That was cool.

**Joel:** I wanted to talk a bit about relationships and the relationship between human connections and their surroundings because you're huge on that, but that's kind of a really big one and maybe we'll save that for a follow up.

**Scott:** Hey, we still got some time. We can dig on that stuff. I love both those topics. Maybe just one thing I could say about the TEDx thing and I just spilled into one of the bigger posts I've written yesterday when I publish it. You guys, please check that out. But the point was you can either look at things that happen.

Let's say Scott from Live Your Legend gives a TEDx. "Oh, you got invited." "Oh, yeah, of course, you got invited." "Oh, of course it got 50,000 views in the first few days." It's like, "Are you kidding me? I've spent tens of hours in the last few days telling everybody I knew. I worked probably a hundred hours to create this talk that I thought would make people really just want to share it with others because it would generally help other people."

Sure there were all kinds of cool luck that happened, that I met certain people, that I got invited, but you have to recognize situations. I saw the TEDx thing as "Okay, this is probably the best opportunity I've ever had in my life to get this message out on a huge scale, on a scale that could possibly go on to a level I could ever imagine." I didn't know if it would happen or not, but I knew I'm going to do everything in my power to make that possible.

And so, that's what I did. I recognize that as being one of the ultimate 80-20 situations of my life. I had six days to prepare. If I'd just prepared my face off for those six days, it's so good, I knew I could sleep later. But those six days could literally transfer into years, if not decades of impact for people in the way that TED has able to spread a message.

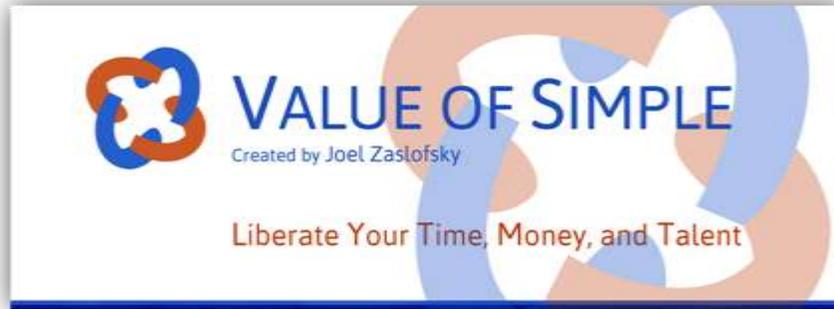
Who knows what level that will reach? What it has already reached is past my wildest dreams so it's very cool and it's helping people, but you just really need to build the habit of controlling what you can control. I think that's really the message on that whole thing.

**Joel:** Build a habit of controlling what you can control. I like it. I haven't heard of that one before. Is that an original?

**Scott:** I think it's an original. I feel pretty good about it.

**Joel:** All right. Right on.





**Scott:** Let's talk connections for a minute if you want, if you want to ask something specific or—

**Joel:** Well, we can talk about it. I like to have a little bit of fun at the end, too, because as I tell people at Value of Simple, in the Smart and Simple Matters show, we talk about a lot of serious stuff but I like to have a good time and everything's not serious here. I like to segue into some fun at the end, too.

You were talking about a challenge and accomplishments and you've had plenty of emotional and mental and intellectual ones recently. I know you're a huge--, and this is a big part, too, about connections and how you've connected with people. I've seen you tell stories about connecting with people over a run, over a workout. I like to talk about the physical aspect, too. I know that's a huge part of your life.

You do some pretty nuts physical challenges like the types of things that people read about and they might wet their pants thinking about doing it themselves.

**Scott:** Those don't come overnight. You get obsessed with it over time.

**Joel:** You work up to it, I know. That's the thing I wanted to ask you about. Are you working up to some huge, monumental, like your Mount Everest of physical challenges? What would that be for you?

**Scott:** Yeah, my thing about physical challenges, I think when you show yourself you can do things physically that you didn't think you can do or people said you couldn't do, it makes you stronger physically. But it magnifies your confidence that ripples through the rest of your life.

Like you show yourself if you don't think you could run the mile and eventually you work into a marathon, you're going to feel freaking invincible. Why couldn't I double sales or get that job I wanted? It's so powerful. I think it's the foundation because one, it's totally in our control. We talked about controlling what you can control.

Fitness, like no one can tell you "You can't eat well." No one can tell you "You can't go for a run," or whatever it is.

It's not doing the impossible on a global scale like running the fastest marathon. It's doing your own impossible and building that up. Maybe over time you'll be the best in the world but that doesn't matter. It's for yourself.

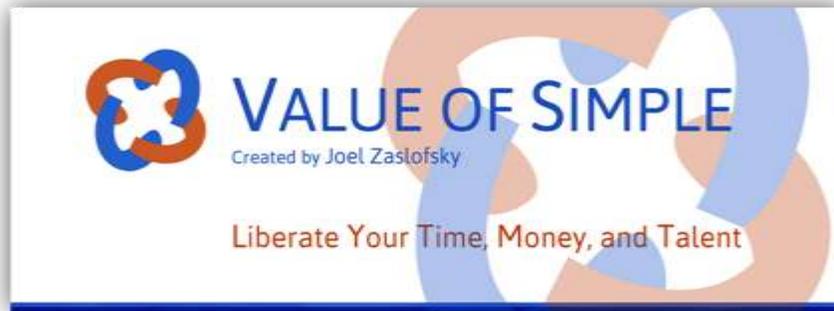
**Joel:** So what's the big one?

**Scott:** Okay, this year, my big one was to run a 50-mile foot race. There's one in Marin near San Francisco that I plan to do. The North Face Run.

But because of the earlier fitness challenge, last January I did bikram hot yoga for 31 days straight which I've always wanted to do.

I actually was in a body fat loss competition with **Leo Babauta** of **Zen Habits**. We got our body fat measured at this high tech spot that I guess Tim Ferriss talks about in the Four Hour Body. We went and did it before and after.





But anyway, of course, leave it to me to pull my hamstring in a freaking yoga class. I have actually been rehabbing it almost since then. It's been really frustrating. I've still done different things, but I'm finally healed enough to probably do something stupid to injure it again.

Next weekend, my buddies and I are running the Accidental Marathon. I videotaped it last year when we ran it. We pretty much picked a course through Google Pedometer, we just mapped it ourselves around San Francisco, 26.2 miles and said, "One morning let's just wake up and run it." We're not going to prepare for it, we're not going to train.

We're fit people, we run in general but we didn't do this whole thing where you run 80%, then you run 60 or whatever people do. We just said, "Let's do it."

Half of us have never run marathons before. We just said, "Either we won't finish or we finish together." It ended up being a total grind. It was very hard but it was a ton of fun, too. It took us a shade under 5 hours and it was a party. We have a video of it, I did a 15-minute clip we put together.

But just to say, "Why not?" Some people spend nine months training for a marathon. I'm convinced most people overtrain for almost anything.

It turns out a lot of people don't get to run their event or their race because of overtraining; they injure themselves. So it goes both sides.

Now, I'm not saying you do silly things totally untrained but I think you'd be surprised. Last year or two years ago, I did an ultra-marathon in Lake Tahoe never having run more than 15 miles before. This was 50km or 32 miles in Lake Tahoe. My friends had talked me to do it so I decided I would do it to two or three weeks notice. I figured either I don't finish or I do, whatever. I took eight and a half hours and it was brutal but I finished. It just kind of shows you that event is really what flipped the switch to my head.

I think people have it pretty wrong here. Don't be talking yourself out of different events because you don't have the perfect scenario to train or the perfect situation. First of all, no good athlete is 100% when they do anything. Let's say you see a professional football player. They may have injuries but they deal with it.

But there's a line there that you don't want to cross, you don't run on a broken foot like Scott Jurick on this ultra-marathon recently. I recently read his book and he ran on a totally busted ankle and won a 100-mile race. But that's more mental.

So yeah, Accidental Marathon is coming up and then I don't know, I would like to run a long race. I would like to run a 100-mile race. The [Western States 100](#) is on my lifetime list. I just watched the documentary Unbreakable about the guys who run that each year. I still don't know if this is something I'll do. I haven't set any goals to make it happen. I just thought it would be cool to show myself that I could do that. That takes like 30 hours or something. I am nowhere near qualified for that at this point but it would be pretty funny to do it.

**Joel:** Wow. I think the same goes, we're talking about physical challenges but you can apply it to emotional, mental, spiritual challenges too and working up to it and building those muscles, if you will, so definitely a good insight there.





Now I don't want to let you go without making sure that people know the [Passionate Work Toolkit](#) that's on Live Your Legend. I've been using it for a couple of years and the [goal setting and action workbook](#) which I referred to at the top of the show. That made a giant difference in a lot of aspects of my life. So I suggest that everybody listening to this, check that out right away along with a number of other things like Scott's TEDx talk.

I'm paraphrasing what you've told me but the biggest thing that you can do is just reminding yourself of the importance of owning your decisions and remembering that they are within your control, a.k.a. controlling what you can control.

**Scott:** Right. And seriously, if there is one single thing that you took from this call or personal development book or whatever, I think the fastest and most powerful life hack for changing anything in your life is to change your environment and to change your surroundings. You can either hang around people who bring you down and tell you're stupid for trying things differently or surround yourself with people who inspire possibility and bring you to a whole new level. That also is totally in our control, who we spend time around with. That's what's so cool about this stuff. No one can keep us from doing it if we embrace it.

Just realize that if you want to lose 50 pounds, hang around people who are fit. If you want to run a marathon, hang around runners. If you want to start a business, hang around people who have crushed it and your standards change. You don't even have to set goals, it's crazy. You will set goals, but your mentality changes. I call it "brainwashing the impossible." It's powerful.

And yeah, those tools we have in the Toolkit, they are totally free and I'm glad you've gotten so much value out of it. It's been a lot of fun.

Hopefully this month, I'm going to revamp all of them. I kind of hacked those together in terms of the design myself. I have someone who might help me with some of that stuff. Hopefully by the time the new year comes around, we'll have some fresh, sexy tools for everyone.

**Joel:** Well, that sounds hot. I won't be waiting though. I'm already starting on 2013 and using the 2012 platform.

**Scott:** Nice.

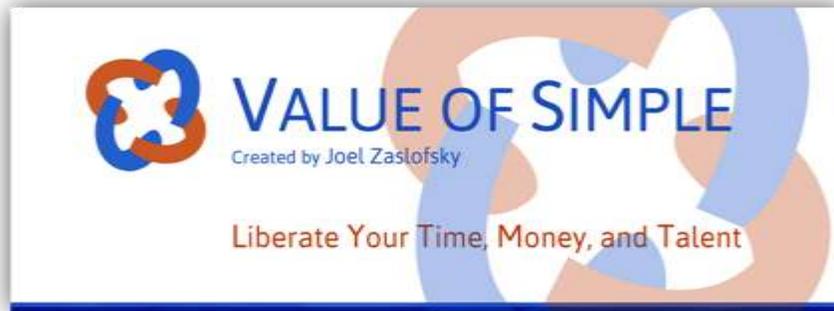
**Joel:** So maybe for 2014. Well, I just want to mention real quick - I've got a little of a toolkit, not as cool. But [The Personal User Guide](#) which I have in there is pretty nice. People can get that by going to <http://valueofsimple.com/newsletter>. If you like this chat that I had with Scott, if it provided some kind of value for your or for somebody that you're passing this along to, you can always let us know and it means a ton to me by leaving an honest and brief review on [iTunes](#) of the Smart and Simple Matters show.

So, Scott, I just want to say again, this has been a real treat. I really appreciate you coming on the show today.

**Scott:** Oh, Joel, it's fun. I love this stuff, so thank you. It's an honor.

**Joel:** Cool. All right. So for everyone listening right now, it's time for your partner in simplifying to sign off again. You've just listened to the Smart and Simple Matters podcast with Joel Zaslofsky, creator of all things Value of Simple!





\*\*\*\*\*

Thanks again for reading the transcript of the Smart and Simple Matters show folks!

I don't want you to miss future shows so please remember to go to the Value of Simple website and sign up for the email newsletter and list. Do that here:

<http://valueofsimple.com>

If you appreciated this specific podcast or the Smart and Simple Matters show in general, go to the [iTunes page](#) and leave a review. Every single one is a **huge** help to the show and greatly appreciated! Here's the link:

[Smart and Simple Matters on iTunes](#)

