

The Warrior Spirit

Do you want to be successful in life, in business, in everything else that you tackle? You've got to become a fucking warrior. Let's not sugar-coat what reality is. You need to be a warrior. You need the warrior spirit to go through the challenges that come your way. Doesn't matter what shows up, if you can't go through it you will not be successful.

When you're trying to build a business or trying to grow a business to a new level, by the nature of the challenge, it's going to be a lot of obstacles. You're going to face things that you've never faced before. You're going to face things you don't have the answer to. You're going to face things that put your character defects front and center, right in your fact. So what are you going to do to handle those? Are you going to crumble?

When I trained for years with Christophe Clugston, a Navy Seal, in hand-to-hand combat, he would say, "Pressure either crumbles you or forms you into a diamond." That's really what you need the warrior spirit for. If you don't have that spirit, you will crumble.

So do you have that spirit? And if you don't, how do you build it? A lot of people in this world don't have a warrior spirit. They just haven't harnessed it and built it. I can tell you from experience that it's something that you can build. I think that some people are born with a certain level of warrior spirit, but no matter where you're at, you can build it. This is not just for men; women need a warrior spirit, too, if you want to be in business.

And it's not the mindset of, oh, this is a war; I'm in a war. I need to fight other people. No. you need to be able to battle through your own bullshit. That's what you need to battle through. And sometimes it's other people. Sometimes it's life. Sometimes it's government agencies. In my own business this year, I had to face tremendous challenges from the government because they didn't like the label of one of our products.

So I've lost a lot of time, a lot of energy and a lot of money trying to comply to their legal standards. And I'll tell you what, if I didn't have a warrior spirit, it would have crushed me. There's a lot of times I had to just summon that spirit, that energy, to go through this insanity. There was no other way.

Going back to the question, how do you build warrior spirit? You build warrior spirit by going through challenges. The key is you've got to pick a challenge that you can handle that's not going to crush you. When I started training, fighting in self

defense, I was scared to have a punch thrown towards my face, until I had a few thousand punches thrown at my face. At that point I was comfortable. At this point, I'm comfortable. You can throw a punch at my face as hard as you want as much intent as you want and I'm relatively comfortable. But I had to built-up; I had to build-up. I had to adapt. Just like anything else, the challenges got more and more intense.

One of the best ways to build a warrior spirit is in the gym. I've been working out for 20 years and you can just keep building a stronger warrior spirit by training harder, by pushing your body, by pushing your body right to the limit, and continually trying to push your body harder. Because the only thing that's going to stop you from pushing your body to the limit is your mind, so the push yourself right to the end of the line, you need a warrior spirit.

At this point, I love pushing my body right to the limit. I mean, I don't know any other way. That's just become my default setting and it's a great place. So if you're not working out, my advice is go to the gym and start building that warrior spirit. You can go train self defense; you can go train Brazilian jujitsu. Any martial art will build warrior spirit.

Read books on the great warriors, Musashi, one of the greatest warriors of all time. Watch shows, movies, series like Spartacus. Those are great examples of warrior spirit, and that's what you want to learn if you don't have it. And if you have it, take it to the next level. A great warrior spirit cannot be broken. It doesn't matter what you throw at it.

A couple of weeks ago I was shot. I was robbed and shot in a taxi. I got in the wrong taxi, a guy behind me grabbed my shirt, pinned me to the seat. I spun around to grab his hands and the other guy that was beside him shot me immediately. And I'll tell you what, it didn't break my spirit. You know? I was grateful. I was grateful that the bullet was in my hand and not in my neck.

Two weeks later, I was in the gym. I'm in the gym this week and some people that I know aren't in the gym for God knows what kind of excuse. I'm just getting creative and hooking the straps to my elbows so I can train my back and my chest. That's warrior spirit.

And if you want to be successful in this life, you better start building warrior spirit. It's important to understand the four major archetypes: the wizard, the king, the lover and the warrior. And in my opinion, there's not enough warrior spirit out there. I just want to say that if you want to be successful, you need it. Harness it, build it and you'll be amazed what you can do in this world.