

Jon Vroman ([00:00:02](#)):

Gentlemen, welcome to the front row. Dad, bod guest, while it's common to hear men say family first, most guys are working long hours and finding it really difficult to juggle all the priorities on this show. You're gonna hear unscripted conversations, guys, who are as committed to winning at home as they are to winning at work each week, we're going to share a new conversation, digging into the strengths and the struggles of guys, just like you and me to help us level up our dad game, strengthen our marriage, succeed in business and stay healthy along the way. If you're new to the show, I'm John Broman, married to the free spirit known as Tatyana father of two boys tiger and ocean and living in Austin, Texas, let's get right into our next conversation.

Phillip Stutts ([00:00:48](#)):

Men friends' dads and whoever else is listening to the show. I'm here with my new friend of 2021. Phillip Stutts dude wrote a book called the undefeated marketing system, which is supposed to tell me how to grow my business, but really taught me to learn more about my kids and my wife to have more information so that I can connect and deliver as a family man, which is what I really want to do. And as I've learned about Phillip owns a bunch of businesses, digital marketing. There's a lot of stuff there that we could talk about. But one of the things that I really appreciate most is learning about Phillip. I love learning about your life and how you've evolved as a man. And we'll get into that during the show, but, uh, brother, thanks for being here. Welcome to the show. Well, you've not solicited this, but I'm going to go ahead and just throw that out there.

Phillip Stutts ([00:01:32](#)):

So in the fall of 2020, I got introduced to this weird dude named Hal Elrod. You may have heard of him. And anyway, how, and I were supposed to like meet in Austin and he's like, I can't meet on the tr you're coming in town. And I can't meet because I got to go to this conference on being a better husband and father and in and out. And I literally in my back and it's like, what in the world is that? Because I was literally for like three or four years, thought to myself, I would just wish there was a platform out there for business owners and entrepreneurs that like it's a lonely existence. It can be a lonely existence. Our families are very proud of what we do, but they don't want to hear about it all day long. The people that work with us or work for us don't they don't want to be our friends and being a business owner can be very lonely.

Phillip Stutts ([00:02:18](#)):

And so, and trying to figure out how do you become a better husband and father while you're trying to run a bunch of businesses? It can just be frustrating. I'm sure there are books out there and all that stuff, but sometimes I like to be in person and meet people and understand. And so we got introduced through that and I just attended the first conference, which blew my mind was one of the most impactful three days I've ever had in my life. So thank you. And I honor you, and I appreciate you being here, having me on today. I really do. Did you, and you showed up real. It's how I felt when I was like the first couple of shares, the first thoughts, the first things that you gave to the group, and also how you received from the group, like you balanced that humility and wisdom piece very well. And you fit perfectly into the crew. You were welcomed immediately and, and how, how it was really an advocate for you. And I think you're a very likable person. And sometimes when people say that, I know that there's like a list of things that go through our mind of all the people that we didn't get along.

Phillip Stutts ([00:03:16](#)):

Anyway, this is going to be a great conversation. Let's start with present day in this moment. How are you right now? What's going on in your heart, in your head this week? What's new for you? Well, it's been a really big struggle over the last few weeks and months survey because with the book, here's the thing. If you're going to write a book, understand that you have to put so much energy and so much focus into it, that a lot of people get neglected in that process. And so now I've done two books. This is a joke, but my wife basically said, if I write another one in the next two or three years force me. So, and there's some honesty in that, like it's taken a toll on the family, right? And, uh, I'm really proud. We'll get all into that in a minute, but that was super stressful time.

Phillip Stutts ([00:04:04](#)):

And then the launch was incredibly stressful. Cause you want to put out something that you've worked on for three years. You want to put out in the world. And it probably did take a bigger toll on my family. And so we've really worked even since, uh, April, when I last saw you, it's been a frustrating time and I've had to really reevaluate and know, I'll be honest, I'm in therapy. I do a lot of different things to try to understand behavior. And while I'm trying to work through our work and through it, but ultimately my wife and I were in the car this morning and we just, uh, you know, our daughter is eight and while the last eight years have had joyful moments, I don't think we've lived in a lot of joy and it's getting to a point now, or we've got 10 years left before she goes off to college.

Phillip Stutts ([00:04:55](#)):

And it's also she's. My daughter has got a personality. She's, we're realizing the things that she loves, that she's good at, that she struggles with where we have a human being that has thoughts, opinions, and everything. And I kind of love that, right? I don't, I'm not, is not a roadblock for me. And it just dawned on us and we're moving into a new house soon and I'm like, we have a choice now, what are we going to do? Are we going to continue to be frustrated, trying to get out all the old wiring of my life, of her, my wife's life, or are we going to just celebrate the next 10 years and really work? It doesn't mean we're not going to frustrate mamas, but what w what is our choice in this moment, like really have this conversation this morning. And it was very freeing for me.

Phillip Stutts ([00:05:40](#)):

I feel like I have so many blessings in my life, John, and this is a moment. And part of that was what I got out of the conference, which was the front row dance conference, which is so powerful, which is if I'm going to have this next 10 years, I want to be the dad that goes on the road, basketball trips, you know, the traveling basketball team for my daughter. I want to do, you know, her school does like a European trips every year. I want to be on those trips for a week or two, and I've got to create the space to do that. And I've never done that before. I've always just focused on my job and we can get into how bad that was and how it almost came crashing down on me. But basically the shift is starting and it's going to take a good 12 months to sort of get to where I need to be, but I'm in that process and I'm really excited about it.

Phillip Stutts ([00:06:27](#)):

Uh, good for you, man. That's music to my ears. Like it's one of the greatest things I ever hear is when people are making those conscious choices and shifts world. So yeah. Props to you for that. Your daughter's eight, go back to your childhood for a moment with me. What was life like for you at eight? What was going well? And what do you wish was different? I don't, I don't know. My childhood was probably not very happy. So to respect the people in my life that I still love, I'm not going to get into a lot

of details on that, but I don't, I don't think I had a very happy childhood or very much, I don't think I've found any kind of happiness and all I've taught was 40 I'm, 47 now. And then like a lot of people, I went to a Tony Robbins and literally the onion of my life got peeled every single day until it was, I was standing there basically naked at this event.

Phillip Stutts ([00:07:20](#)):

And I realized that I'm the one that has to make the change and I got to quit blaming everybody else for everything. And then that sort of started a path for me. And I became a much better funny the first year of my daughter's life. I was involved, but I wasn't involved. I, you know, I basically said I work life wants to stay home and raise the child, which she did and she'll raise the child. Like, that's just, all I knew was just what I knew. I was just totally unconscious in my own decisions and behaviors and all that stuff. And so, um, it was in that moment, a date with destiny that I realized that I was the one that had to change. No one else needed to. And that was in 2015. And then we're sitting here six years later and I'm still working through that and I'll work at the restaurant. Like the growth will never stop for me, but I've done a lot of work since then to try and understand, and then really the way that my daughter is being raised and the way that she finds happiness is just nothing like the model I had. And that's a good thing. Yeah, yeah, absolutely. You got a lot on your plate, you know, you brought a long time. Yeah. You mean learning about your world owning companies, so yeah.

Phillip Stutts ([00:08:34](#)):

Yeah. And then, and then putting out the book and then, and also the other thing that you're contending with is a pretty serious health condition that I've recently read about and learned about. And so I have tremendous respect for, I'm like literally reading about your life. And the only thing comes to my head is how on earth did he build six companies and be a dad and a husband, and just how stay afloat when you're not feeling great when you're not at your, you know, at an optimal, in an optimal health place in your life. So I know you've been down this road, you've written a great article about it. People can go read and we'll link to that, but for the benefit of people listening, so they can have some context to your world and where you're at. Tell us a little bit about what you've been dealing with for years.

Phillip Stutts ([00:09:22](#)):

Yeah. I'll talk about it, but I'll say this, the health issue is the least of my concerns. The health issue is actually the best thing that ever happened to me. And I'll kind of explain that in a second. So I have a disease that the doctors say is incurable. I don't, but doctors do. It's never, obviously it's, it's called achalasia. It's uh, my esophagus, the nerves and the muscles in my esophagus died. It was a doctors believe that basically my poor gut health and auto-immune response attack my esophagus and killed it. And that was probably in the early or early 2000 tens. I was diagnosed with this in 2012 because I was trying to eat one day and I just couldn't get the food down. I couldn't understand why. And then since 2013, I've had about 21 minor procedures on my esophagus. I've had four major surgeries on it.

Phillip Stutts ([00:10:13](#)):

One of the last ones I had major surgeries was they cut 25% of my stomach out. They wrapped the flap around my soft because it pulled it straight and then they stapled it all together. And that's kind of how I am right now. And now that has an expiration date on it. Sometimes at some point the staples come out, we don't know. And, uh, it's usually about 10, 10, 15 years. That was in 2015. So we're at six years on it now, but eating is difficult. Uh, it's a challenge. Every time I'm at a restaurant, I'm like, Hey, can I get to seven glasses of water? And you know, like, everything is like that, right? But here's what,

whether you're a business owner or a family man or whatever, you don't really make change until the pain is too great most of the time. And so for me, I outsourced this disease to the Mayo clinic.

Phillip Stutts ([00:10:59](#)):

Cause I figured the Mayo clinic is as good as it gets. And uh, after the last big, big, big surgery I had this, this one I just described, I was at the Mayo clinic and the doctor I've looked at the doctor and I said, I know this is incurable, but what's the long-term prognosis for me. And he's like, Phillip, you can't have any more surgeries. Like this is like, you've had too many at this point. And this is at, and when, when this rap comes on done, you know, we're going to have to make some big choices, most likely the removal of your esophagus, probably a feeding to the rest of your life. And that could happen in five to 10 years. And that was in 2015. And so I went, Oh no, no. I remember looking at him going. And he said, Phillip, you know, you just take the medications that I prescribed, which are proton pump inhibitors that we all take for acid reflux.

Phillip Stutts ([00:11:49](#)):

But I was taking such extraordinary numbers of them just to survive the day that, you know, they have long-term dementia affects these kinds of, you know, the, the acid reflux pills. They, they have studies out that say that it caused dementia over long periods of time because when you kill all the bad-ass in your stomach, you're killing all the good acid too. So I remember driving home from the Mayo clinic in Florida, and I said, I don't accept this. So the pain at that point, Johnny just got too great for me. Like that was my pain point right there I'd live with this thing. I had not changed my diet. I wasn't overweight. I could eat it. That's the problem. I could eat anything. I have a very fast metabolism, but I wasn't eating the right ways. I didn't, you know, I was probably eating dairy every day of my life and not knowing that dairy is something I'm allergic to and things like this.

Phillip Stutts ([00:12:34](#)):

Right. So, anyway, I didn't know this at the time, but I just said, I'm going to figure this thing out. And I didn't know what that meant, but I was kind of determined. And then, so I figured the first thing I needed to do is make sure that my rap and my gut health gotten better shape, had nothing to do with carrying my disease. But, you know, I wanted to get off medications. And so it took about nine months, but I found this doctor named Steven Gundry, he's written four New York times bestsellers called the plant paradox diet. And I've been on it for four years. And I, at this point I do not take any prescription medication for a disease that doctors say is incurable. And the diet works so much that I don't have acid reflux anymore. And that was sort of step one.

Phillip Stutts ([00:13:17](#)):

It took about nine months, but about five months after the surgery, I go to a business mastermind called the abundance three 60 conference, which is run by Peter Diamandis who started the X prize and partners with Elon Musk and all that stuff. And he's on stage. And he does this, uh, fill out your notebooks and write down your moonshot in your life. The moonshot, something people say is impossible and you'll make possible. And you know, here I am at this entrepreneurial conference and I write down, I'll find a cure to my disease in five years. So this was in 2017. The ignorance of an entrepreneur is a beautiful thing because the Mayo clinic laughed at me. When I said, I wanted to find a cure like the Mayo. What do you do when the Mayo clinic starts laughing? Your doctor at the Mayo clinic laughs at you and says, yeah, Phillip, you're not, you're not going to do that.

Phillip Stutts ([00:14:01](#)):

And so I wrote an article in ink magazine and when I got back from the conference and proclaimed that I would find a cure in five years. And that kind of started journey as somebody, a doctor or a researcher on this disease at Johns Hopkins found the article via a Google alert on the disease, the name of the disease. We ended up connecting. He said, well, I think I can help you find a disease in the next five years. And I said, well, I'm in. And so we built a team around me. It's been about 30 or 40 people. We've recruited other, it's a long story. We've recruited other medical professionals and we have a pretty good team, but it took about three years, John. And we came up with a plan. We had to get FDA approval. We had to get Johns Hopkins approval and that bureaucracy takes a long time.

Phillip Stutts ([00:14:49](#)):

But we eventually did in the fall of 2019. So really two and a half years after I made this proclamation, I walked into Johns Hopkins and they extracted STEM cells of my thigh muscle that grew them in a lab. And then right before the pandemic in February of 2020, I went to Hopkins and they injected 200 and twenty-five million STEM cells into my esophagus to try to regenerate the muscles and the nerves. And I can tell you why they did it, but it would just take too long. So I'm not going to, but that's why the, the path that we chose, then the pandemic hit. And the doctor's like, well, there's no chance for you to come back here and to see if it worked or not. So you're just going to have to figure it out. And then when the hospital opens back up for you, we'll let you know, like for non COVID stuff.

Phillip Stutts ([00:15:33](#)):

And so by August of 2020, they finally said, come on back and let's do some endoscopy's and take a scope down into your soft cause let's look and see what happened. And I already knew the answer at the time it had not worked and they did the endoscopy and they said, we do not see any progress, but you can do it one more time. And this time we're going to inject between 500 and 600 million STEM cells into a different region of your esophagus. And if you're up for it, we'll do it. And I said, I'm up for it? And they said, okay, well, we got to go get all of that approval done again. So it's scheduled for August, 2021, and we're going to go forward again. And if that fails, I sort of have a plan B in place, but the bottom line is only re around back to your original question.

Phillip Stutts ([00:16:17](#)):

The disease is the best thing that ever happened to me because had I not had this diseases, I'd probably be divorced right now. I'd be a created a broken home. I probably wouldn't be an absent father. Uh, I definitely wouldn't have the businesses that I have now and created a legacy for my own family from a, from a wealth standpoint and an all of those things, because I was a lost soul, a very lost soul. And the pain of that disease kind of made me realize you have a finite time in this world that, you know, as we get older things change and people we know die or get sick. And I was one of them and I don't know what my future holds in that regard, but I do know this. If you took me back 10 years ago and said, you don't have to have this disease anymore.

Phillip Stutts ([00:17:02](#)):

I choose the disease every single time, because it has created so much of a more substantive life for me, for my wife and my, myself and my, for my daughter and me, but would never have been the entrepreneur I am. And all of that is because I'm pretty grateful for every day that I have. And I'm going to make the most of it. You talk with your daughter about it, little bit, she knows dad's got this thing. That's about all she got out of it. So it's just, I don't want to make it as any bigger deal than I have to. I'm

not my head's definitely not in the sand. Every time I eat, I'm reminded of it. But I also know that if I sit here and talk about it all the time, then I'm focusing on the disease and not on the, all the other amazing things going on in my life.

Phillip Stutts ([00:17:48](#)):

And I see this as something I live with, not something I'm suffering from or anything like that, or the days that really sucks absolutely. Are the days that I wish I could just swallow some food, like a normal human being a million times. Yeah. But in the end, it's not a reality. So there's this great saying in politics, because my background is in political marketing, right? In political campaigns, there are things you can change. And there are facts, a candidate, spouses, a fact, you can't change a candidate, spouse, you know, they're going to have opinions and you got to implement those opinions. It just nothing you can do about it. Well, this thing is a fact, so I can sit here and feel bad for myself, all I want, but it doesn't change anything. So why am I going to do that instead, I'm going to look forward and try to pursue something that finds a solution.

Phillip Stutts ([00:18:36](#)):

And that's sort of where I put all my, yeah. I think a lot of people out there, especially dads or parents that are facing some type of health condition as you are and approaching it in the way that you have are leading the way for their families, because we all have this condition that takes us out. At some point, being human relate on some level for some, the timeline seems to be altered potentially. But it's when I was reading the article you wrote that I would guess. And it seemed like you were writing this as you were kind of. Yeah. I wrote basically I've written about a 13 part series on from the time I proclaimed that I would finally care today basic, or basically the last one I wrote was in the fall of 2020. So when I have updates dates, I'll write on it.

Phillip Stutts ([00:19:20](#)):

But yeah, I loved it. I thought it was great. And, you know, and got to whatever, maybe part or chapter 11 or 12, where like, Hey, there was a couple of realizations that I had, and these are big realizations and the one which really stood out and it was bolded and obviously had to do with diet. And I think that's just such an important element to hone in on. And I wanted to give you props for this and also to encourage people to look at this as how we approach any of our current health conditions is to really dig back into like, what's the root cause and where can we really start to make change? But when you started talking about gut health, I thought how many people suffer out there with something that haven't traced it back to their gut health? And I think that's just such an important point to make with this as it's been important for me, it's been important for my wife and even to the point where we've gotten the testing done to find out like what you're allergic to.

Phillip Stutts ([00:20:15](#)):

Actually I did another test just this morning on food allergies this morning and just the one every year. Just anything change. Yep. That's exactly right. But so much misery can come from not understanding what you're putting in your body and how it's, how it's affecting you. And there's so many other people that I've heard have great results, regardless of what situation they're facing. My wife was saying when we were in Mexico and they were making announcements in the airport about like stay away from people. And she goes, I wish the announcement was like, make sure to get sunshine, make sure to drink water, eat some vegetables like that. What are the messages that we're receiving? You know, and what

is the marketing that we are not only letting ourselves be exposed to, but that we're giving to our family. Yeah. And I think the next challenge for me is taking it.

Phillip Stutts ([00:21:00](#)):

I've got the gut health thing in check right now. It's the brain health. Yeah. And it's, how do I calm my mind and be more present as a father and a husband? I mean, there are a million things that I can do, but the fact is is that if my old wiring is kicking in constantly in my brain, I'm still not showing up the way I need to. And that's something I'm working through a lot right now is sort of that brain health aspect of what's working there. Well, the real, a lot of therapy has made me realize that, you know, there was a time where like I thought maybe I had an alcohol problem now I don't drink all the time, but, and I don't, when I drink, it's two beers. It's never a lot never. Right. But I do, you know, I can get into a rut where I'm going like two weeks in a row where I'm having a beer every night when I come home and I'll say, man, maybe I had an alcohol problem.

Phillip Stutts ([00:21:50](#)):

And then it just dawned on me recently through a lot of work. I don't have an alcohol problem at all. I have a distraction problem. And so, you know, I deal with so much stress that my distraction is, Oh, maybe I'll have a beer. Oh, maybe I'll be on my phone for hours a day. Oh, Oh my God, good. I get to listen to four hours worth of podcasts. If I'm going to walk my dog, if I'm going to be on my family. And then I get around my family and I'm like, this is the one place that I still want to be distracted and I can't do anything about it. And then how do I show up in that moment? So I have a distraction addiction. And so for the last what's that I said, raise your hand, everybody, if you can, really, for the last three months, I've made a drastic change in that regard.

Phillip Stutts ([00:22:37](#)):

And you know what? I don't want to sit in my thoughts. I don't want to sit quietly. That scares the hell out of me, John, not now, but three months ago, it scared the hell out of me. But like today I got up at four 30 this morning and I walked for an hour on the beach and I sat down and I dug my feet into that sand. And I just felt the earth. And I stared at the ocean and I don't bring my phone. Sometimes I leave work for two hours and just leave the phone behind. And I wouldn't even work out. Working out was a distraction for me. I hated to work workout because I wasn't doing it because I wanted to, you know, have good fitness. I did it to distract my brain away from actually dealing with being present as a father and a husband and, and in my business.

Phillip Stutts ([00:23:19](#)):

And as a leader in my teams, like everything was a distraction. So I'm trying to unwind that whole thing right now, three months into it. I made a lot of progress when you're at your best with your wife and your daughter, what is the recipe for you? Is it something you're saying yourself in that moment? Very easy balance. Sorry to interrupt you. I know exactly what it is. I'm an very imbalanced person and I get so focused on something like I can, you know, I write up 250 page book in less than a year. Right. And, or I can start sick businesses. Like, and then my brain is all in on that. It's the problem. And so part of that is the distraction. So for me, it's a hundred percent, how do I find better balance in my life? And that's like my commitment, especially after front row dad retreat.

Phillip Stutts ([00:24:08](#)):

It's like that balance is really important to me. And frankly, frankly, it's not because I'm trying to check a box. I got up on balance, you know? No, like I feel that that's what I that's by getting rid of all the distractions and having to feel my feelings. I realized I don't want the distractions. I don't want to be all in on business. 24 seven. My therapist said something to me recently. She said, you started six companies and they've been really successful and you're totally dedicated to them. And you can be as wealthy or successful as you want to be. Like, it's clear, you've got that drive and that ambition, and you can keep going down that path, but there's, there's going to be a price to pay for that imbalance. And if you want to pay the price, go for it because you're going to have a lot of money and you're going to achieve all the business goals you want.

Phillip Stutts ([00:24:56](#)):

Well, what's the price because you can't have everything. You can't have a great family. You can't have a great marriage. You can't be a great dad if you're all in on that. So you're going to have to make a choice that was like a gut punch to me, that was a gut punch. And it's because it's true. What's the hardest thing to say no to anything too recently, I stepped down from the board of directors at front row foundation, and I can relate to so much of what you're saying. I mean, it's that make you feel? It's tattooed on my arm. Right? And I'm very proud of the work that we've done over the last 15 years, but I hardly, I probably shared this at the event, but one of the most powerful things my wife has ever said to me said recently was, you know, there's been many moments when you're a moment maker for other people more than you are your own family.

Phillip Stutts ([00:25:41](#)):

That's a good punch. Right. I wrote a book about baking moments, you know, and it's not like I didn't make any moments, but that's me trying to defend my past again, that's me trying to like ease the pain of what is really a true statement. And like you were saying that this tattoo is a reminder to me about this thing that I built, that I cared about so deeply, but for my wife, it's like, it's not such a great reminder, you know? And then she puts her head on my arm at the end of the night and stares over at the logo that pulled me away from her all day long. And that I'm talking to her about all the incredible experiences that I created for all these other people. And then I shut the bedroom. How do you balance that? Like the fact that this is a good memory totally you, and it is something that you're proud of and you can't relinquish that just because your wife doesn't, you know, is Tatyana, right.

Phillip Stutts ([00:26:29](#)):

Tatyana, Tatyana, you know that she has this, but how do you feel when you see it now? It's like a yes. And so here's, what's also interesting is the last year for me fill up, there was a lot of discovery around the fact that I didn't want to feel all my feelings that I took the Enneagram test. And then all my friends took it. And we all got into this conversation. And as a seven, which is an enthusiast on the Enneagram, like one of the things that it'll say is you don't want to feel your feelings. So you just stay busy all the time. You got super linings for days, you're always starting something new. You're sparking up this sparking up that got a lot of passion, a lot of energy, a lot of enthusiasm, but a lot of it is to avoid feeling your feelings.

Phillip Stutts ([00:27:04](#)):

And when I started to have some awareness around how that, how accurate that was in my life and how that did lead to an alcohol problem for me, how that did lead to all these other addictions and work became an addiction and the charity growth. Like it was all, like you said, it was all a distraction. So now

what I choose to see when I look at the tattoo, or when I think about what we did over the last 15 years was I try to remember that my heart was in a good place. I really wanted to do good. And even if you could say that I was doing it just for attention, that's not bad either. Like it's okay to want attention. It's okay to love or appreciate it or respect. But I just had to realize that it was all part of just a process that I was going through.

Phillip Stutts ([00:27:41](#)):

And that, that type of like awareness at age 30, 40 as I'm 45 right now also helps me to be a better dad because I'm like, when I expect my 11 year old to behave better than I do remember, like I'm still learning at 44 45 massive breakthroughs that I just need to be more compassionate for him being 11. Yeah. I think me where I've gone to over the last six years until probably the last couple months is shame. Yeah. And every time I made a mistake, Oh my God, Shannon. That's just old wiring from my childhood when it's a yes. And yeah, I did that and I'm proud of it. And I'm also, it's not married to that anymore. And I can, I can change. And my process has felt like a lot of shame that change that I've made. Look, I didn't change those 40 man 40 like no change.

Phillip Stutts ([00:28:32](#)):

I mean, I was a crappy dad, crappy husband and crappy business owner. I was crappy at everything that was, you know, I was the narcissist before 40, there's the worst kind of narcissist. That was the guy that didn't tell everybody how great he was. That was the guy that blamed everybody for everything that didn't go right. For me, the worst kind of narcissist. And that's honestly what I was my last day. I was like, I can relate, Oh, that was totally me. Like, and you, could you imagine being married to that or working for that? I mean, it was awful. And so I felt a lot of shame over the last few years and understanding the old behaviors. Like I look back at my marriage, my wedding day pictures, and I'm, I feel ashamed that that person, but he was unconscious and I've gotta be more compassionate to that.

Phillip Stutts ([00:29:16](#)):

He did the best he could with the tools he had when he found out he could change. He did change. And you know, therefore I'm now on this path that I'm on. But yeah, I've learned not to shame myself anymore. I think that's, that's, uh, that's all of us that God, we're getting really deep here, but it's about self love and that's something, I guess I've struggled with the Muslim. I talked about those at the, at the conference too. But as learning how to love myself, I'm making a lot of progress right now. Probably more parts than have made life. And do you attribute that mostly to the therapy or if it's, yeah, it's a combination of all the therapies I've done.

Phillip Stutts ([00:29:53](#)):

Gentlemen, I want to take a minute to talk with you about the brotherhood, a group of men that I have the privilege of connecting with every day. These are the men that helped me stay focused on being a family man with a business, not a businessman that happens to have a family. And throughout the year, we have deep conversations, real conversations and share the best resources around six areas of life, thriving marriages, intentional parenting, vibrant health, emotional intelligence, business evolution, and wealth and legacy. Here's what one of our members has to say about their experience. Recognize everyone that really made the commitment and the decision and gave themselves a permission to fully show up and just share. I think all the speakers obviously were awesome, amazing concept, but I think that really the real magic comes from everyone else. Speaking their minds and sharing what they're feeling.

Phillip Stutts ([00:30:40](#)):

What's connecting and resonating with them. And I think it's a little comments that you might not realize that you say that's going to stick with someone else and really make a lasting impression. Look, guys, the time is now to pour into your family. I read an article by Tim Urban that rocked me to put everything into perspective. He said that 93% of the time that he as a child would ever spend with his mom and dad by his calculations happened before the age of 18. 3% of the time he'd ever spend with mom and dad happened before the age of 18. I feel confident that saying that no matter how old your kids are right now, the time is to go all in on your family. You know, in the brotherhood, we have members with kids that are newborns, and we have guys whose kids are grown adults. It's never too late to be a great parent. And the journey never ends no matter how great you are at fatherhood. And you might be the best out there maybe, or marriage or juggling work and family life. This community can help you be better. If you're ready to take the next step, go to front row dads.com and click join the brotherhood.

Phillip Stutts ([00:31:42](#)):

God, there's a lot I want to talk about as it relates to all this, it's such a great subject and I'm just pausing for a minute. Cause I'm trying to feel into the fact that there's probably a lot of heads nodding in alignment. I'm sure there's a lot of men that feel a lot of the feelings that we're talking about. I was hoping to find people that we could learn from each other. And I felt like I did when I was at the conference more than I've ever done. Yeah. I really want to honor also for you, the awareness that it takes, to be able to say the things you were saying about who you were and how you're evolving. And there's a lot of truth and transparency on that. My buddy, David Osborne always talks about that. Transparency leads to transformation. And most of my breakthroughs in the past I was, I was really good at blaming Tatiana.

Phillip Stutts ([00:32:26](#)):

And I just thought on house podcast about how I was like the enlightened Tony. I went to date with destiny. Like I know how this works. You know, my wife has stayed home with the kids and I felt like I better than her. Like I just want, like, I'm more conscious in my communication. And it's not until now that I look back and think how unconscious of a belief that actually was yes. To not see more of what made her brilliant. Like that was my own ignorance. And she has her own path. And you have to respect that. Not your path. Yep. God, there's so many people I talked to that, you know, we're all going through those. And they're like, my wife would just do X, Y, and Z. And I'm like, man, Oh, it pains me because I've been there. And I know that feeling and it's just, that's not it.

Phillip Stutts ([00:33:16](#)):

They have their own independence and their own life. And frankly, having boundaries between the marriage is good too. And it doesn't need to do what you need to need it to be. It needs to what they need it to be, to be happy. And how you guys come together. How do you approach other dads or other people, other businessmen where you meet and you can, you see that they might've been where you were and it, because you have this new awakened approach, right? You're like, Oh, the lights are turned on in some way for you right now. And you see somebody else who's going through what you think is like, they're still in the dark about something. Do you bite your tongue? Do you just listen? Do you ask questions? Do you have my story is not everybody else's story. I mean, that would be, it's kind of like everybody wants to be a life coach right now.

Phillip Stutts ([00:33:59](#)):

And there are some really talented life coaches out there and they've been screwed by everybody that thinks they have an answer to everything. I just have my story. If my story can help somebody else. That's awesome. But I mean, my story is totally unique to me and yeah, I can see similarities to other people. And usually the best way that I'd handle is just to ask a lot of questions because ultimately nobody changes until they realize it for themselves. And so, yeah. I mean, I'm always happy to share my story, but I never say, well, you've got to do this. You've got to do that. Like, that's their story. And now they're projecting their crap onto you. And so I just try not to do that. Here's a metaphor achalasia. The esophageal disease will have, it affects everybody a little differently. And so when I've gone through this process, you cannot believe how many people have reached out to me that have the disease and said, well, you can't do this.

Phillip Stutts ([00:34:50](#)):

You can't do that. And I'm like, well, okay, I appreciate that. But this, this is my path. Like I get to make that decision. And that's just how I look at it, I guess. Yeah. Before we transition here, I'm going to insert a random question, but not so random. If you're watching the video with me, everybody out there listening, there's a heart behind you over your left shoulder. Ah, this is clearly artwork for your famous artwork or it's your art, it's famous artwork for my daughter. It's been famous because, uh, I've made an appearance to appearances on Fox news in the last six months. They're like, what is that? They're interviewing me about marketing. And then all of a sudden they stop the interview. And I said, what is that heart you? And so we've recorded it. And then we play it for my daughter and she is like, my art got seen around the world.

Phillip Stutts ([00:35:45](#)):

I'm like, I know. And that amazing. Like, it's pretty cool. That's so fun, man. And I, yeah, I, I love to see that. It's one of my favorite things when I see people with their kids are on display. That's beautiful, man. Thanks. Cool. And what about the pictures? There's some sports pictures back there. Uh, I'm a big Washington now. I lived in Washington, DC for almost 20 years. So I'm on massive obsessed, Washington nationals baseball team. So that's the Washington post saying they won the world series and then I've got a Nick Saban, sun helmet. Cause I went to the university of Alabama and then I got pictures of my wife and my daughter right behind me over there to you sports play a role in your life now, meaning like for you personally, do you play, are you involved in any sports, golf and hunting and COVID brought hunting out.

Phillip Stutts ([00:36:30](#)):

I hunted in college and loved it and then didn't do part of self-love. Is that, I mean, part of my, maybe not self love is that I didn't do the things I wanted to do in my life. I felt like I didn't deserve to have happiness. And so during COVID we got in the car in June of 2020 and just drove out West for a month and stayed in hotel rooms and went all over the West. And one of the things we did, we spent with camped out in the grand Tetons and then we spent time like a full 13 hour tour in Yellowstone. And I saw people fly fishing in Yellowstone. And I went, I used to fly fish and I loved it and I haven't done it since I was 22 when I want to figure this thing out. And that was really the beginning journey of sort of finding self love for myself.

Phillip Stutts ([00:37:16](#)):

And then since then I'm going elk hunting in Colorado in October, right before the next front run dance conference. And, uh, it's the first time I've been hunting since I was 19 years old, but uh, that's probably my sport right now. And I'm going to have to get in shape with it, uh, because I'm going to be walking up mountains and stuff like that. And other than that, I like to play golf, but those are the only two I play. Do you play a lot of golf? No. I have a kid on six. Doesn't love golf. It's not even that. I don't get mad at golf. I'm not competitive at golf. I just like hitting something. That's something I get to hit. I want, I'm a man. I'm a boy or a man. I want to hit something. And I also get to look at this lush greenery all around me.

Phillip Stutts ([00:38:00](#)):

And that's a very relaxing color for me. Maybe that's why like, Oh dude, I went to a, I went to top golf, not so long ago with my wife. We've been together for 15 years. She's never seen me hit a golf ball, but I worked at a golf course when I was 16. I hit the range every day, 10 buckets a day. And at 16, the only thing you care about is driving the, like forget about your putting game, like crush it and nothing felt better than when you had, you know, just a line drive over the fence at the driving range. What was the needle needle? Needlewood golf course in Maryland. That's I haven't heard the term probably in 30 years, but whatever, but I took my wife to top golf and we get up there and I went to hit and uh, you know, the first it was okay.

Phillip Stutts ([00:38:48](#)):

But then I was like, I'm really gonna swing at this ball because I just had to, and dude, I crushed like 300 yards and my wife just dropped her jaw and she's like, my husband's an amazing golfer, but the truth is I could not hit that shot a second time. If you're happy to go more. I mean, it was just a lucky shot and my wife thinks I'm literally a world-class golfer. So now every time that we meet somebody and they're like, I like to golf. She's like, baby, you should golf with them. You're an amazing, like, I'm like just keep thinking how great I am at golf because I could not, I would shoot 125 if I went out and played right now. Oh, that's great. All right. So I'm looking at the clock and I'm, um, I'm sad that, uh, I know we've got, we've got a time here that we got to uphold, but I want to get to the book.

Phillip Stutts ([00:39:37](#)):

So I'm just going to jump right into it. And I want to, first of all, tell you Philip, and I've told you this, but I want to tell my audience that I loved this book and our team, our front road ad team is listening to your book right now. Cool. Thanks. Super happy about that because here's what I got. There's a lot in the book, but here's what I got. I got that I need to be better at really listening to people at one part of the book where you're talking about like, Hey, you want to go to an ad agency? And, and uh, you're like, Hey, I think we should do some Facebook ads. Like they'll play some Facebook ads for you and they'll take your cash. But like, does your audience really? Is that the spot where you want to be communicating? And there were, there were comments like that throughout the book about really understanding who you're talking to, that I couldn't help, but think about how this relates to every area of totally.

Phillip Stutts ([00:40:32](#)):

Yes. And that most of my problems in my personal life and my business life have been a result of not listening deeply enough to what's really going on and doing a lot of projecting of what I think is the solution. And that is probably been one of my greatest mistakes over the past. Do you think that writing that book helped you be a better dad or did being a dad help you write the book? Or is it a little bit of

both? Well, let me give you a couple things and then I'll answer it because I have to think through that, but here's what I, what I realized 99% of business owners out there don't realize that the marketing game is rigged against them for people like outside of my market. If I owned a small business or I owned a \$50 million business or a hundred million is still rigged against, you know, the people it's, it reminds me of going into a casino.

Phillip Stutts ([00:41:24](#)):

The casino is always going to win and you are all, you may win a couple of hands. You may have a hot street, but you're eventually going to lose one. You win. That is literally the world as it is right now. And every business owner out there, anybody listening to this, they all say the same thing. Oh yeah. I know it's such a pain in the right now to run any kind of marketing campaign because something may work the next day. It doesn't work. Listen, this is crazy. We were talking to a business owner the other day. He owns a background, a criminal background checking company. And they're huge. They're big eight figure company. And when we went in and started working with them to try, we, we diagnose not only what their clients or customers want, but like we started looking at their current marketing and we realized that they had spent the last two years paying an exorbitant amount of money to Google for certain keywords.

Phillip Stutts ([00:42:14](#)):

But Google changed the rules on them. They started three years ago, two years ago, they changed the rules. They didn't and their marketing didn't had no idea. And they were actually bidding against themselves on all their keywords. So for two years, they have literally thrown money away because Google changed the rules and they didn't know it. And they have been bidding against their own keywords every single month and driving the price up for their own company. And my point is, is like when a game is totally rigged in Forbes has this stat out right now. John says we are seeing 10,000 ads a day online, offline on average, up to 10,000 to add today. And it's the same thing. When I talk about the distraction thing earlier, right? We are just inundated constantly. And you think you're going to run one ad. And all of a sudden it's this panacea of money flows down like it did 30 years ago.

Phillip Stutts ([00:43:05](#)):

If you dropped a direct mail piece or whatever, it will ran a TV ad or whatever, it just doesn't work that way anymore. And what we get in and politics. Whereas where I, you know, I came from political marketing and what I've learned as a father is you must understand the people in front of you first, before you run out and start screaming and hollering about why you want them to buy something or do something for you. You need to understand how they're motivated, what moves them. And the whole premise behind the book is we've worked for like four or five years now to perfect a systematic approach to marketing that you can win regardless of the technology changes. But you can always stay one step ahead. It doesn't mean you win every campaign, but you actually win more than a lot more than you lose.

Phillip Stutts ([00:43:48](#)):

And it's the same thing. Yeah. When I look at, I mean, I wrote in the book about how, if you wanted to get married, you follow the five step process. And I walked through how that works championship or every sports team in America follows this five step system that I lay out in the book, except it's never been sort of laid out before. And the only reason I laid it out was because about four years ago, we were first big client we ever had in our corporate marketing agency was this, it was this eight figure going to

nine figure supplement company. And we did the same thing you just said, well, you decided just to throw up some Instagram ad, except the guy has said, you know, I make more money on Instagram than on anything we have. And this is my number one supplement.

Phillip Stutts ([00:44:31](#)):

And he wanted us to run an app on the supplement on Instagram, except we put an ad or creative thing came together. We took a picture of the supplement. We're about to post this ad. And he went, what are you doing? And I go, what, what, what, what he goes, you don't post. I've worked for years on my organic algorithm, which is tied into my ads. And if you do anything that upsets that my everything I've worked for five years falls away in this particular supplement, you don't have a human being in the ad. It's only a picture of the supplement. You have to have a human in the app or Instagram will totally screw over everything I've been working on for five years. How do you not know my business now, by the way, this is a total metaphor for anything in life, especially being a father.

Phillip Stutts ([00:45:14](#)):

Then I was like, Oh my God, I'm so sorry. I didn't realize that. I didn't realize that. I said we will fix this my bad. And I said, he goes, fine, fine. I'll talk to you tomorrow. I said, fine. And that's actually the last time I talked to him, cause he goes to me and is the big, this is a huge first big monster client we'd ever landed. And it goes to this. And I went back into my office for like three weeks after that. And I just said, I kept writing down questions in a notebook right along hand. Cause I'm all, what is it that we do? Like in politics that elects presidents and governors and senators and how could that apply to this model that I've built in court on the corporate marketing side. And that's how this thing of all, but I couldn't write a book on that.

Phillip Stutts ([00:45:54](#)):

Even though I had this great realization, I had to go prove that theory. So we spent five years proving that this marketing system, this five step process would work. And every client we've worked with has worked on their bottom line since doing it. But the bottom line is, yeah, the five steps are clear. Like you've must understand the other side. That's the first step, right? You need to have a deep understanding of your business, your customer market and relationships are. Let's just talk about being a dad. You know, there's a great book by Dr. Shefali. I don't know if you're in her books with conscious parenting. What's that incredible book. And what it taught me was your child. When they're screaming or crying, they're trying to tell you something. And you know, we grew up in a generation where we were told, just shut up, stop crying, be tough, do all that stuff.

Phillip Stutts ([00:46:39](#)):

Right. Well, my daughter does it. I'm trying to get the feedback from her before I react. And really usually she needs a hug. She needs to take a deep breath. And then all of a sudden she tells me the truth of what's upsetting her sometimes it's I haven't eaten all day. And there I am about to shut up my daughter because she's hungry. Like how do you want to know why people lose their teenagers and their teenagers rebel against them? It's because they don't feel like they've been seen or heard for the first 12 years of their life. And then they become a teenager and they're old enough to make them have an opinion and tell you what to think or what they think. And so my point in the whole marketing team is the same thing you should look at with your customers or your clients.

Phillip Stutts ([00:47:20](#)):

You know, this is what we do by the way, you're going to laugh at this one as business owners, our biggest asset and our biggest flaw is that we love to tell people about our great product or service, right? Well, why not? We sacrifice, we built it. We funded it. We said, you know, our families have sacrificed their, our family time so we could build this. Like we are proud of it. We taught, well, what have you found out that your client or customer didn't care about 90% of your story. Right. But what did they loved about 10% of it when you want to know that, because that's going to convert a thousand times more people. And it's the same thing I talk about, you know, I talk about how it works for getting married, the five step process. Uh, and I'm, if you want me to, I don't know, I'm, I'm happy to stick around, but I can walk through that.

Phillip Stutts ([00:48:08](#)):

If not, you can read the book, it's up to you, John, how you want me to present it. But, but it works in all facets. It's basically trying to find alignment between what you care about, but what the customer, client, or your daughter or your son they also care about. So you can put away all the things that maybe you want to talk about, that they don't care about, that they're going to ignore. And they're going to be like a whole, man's talking about shoes again. I don't care about you. As you know, I care about jumping. So like it's about figuring out what they care about first and finding alignment in politics. Um, I love the politicians we work with, but I'm obsessed with the voters. I want to know what the voters care about. And then I want to find a lineman. I don't want to tell the politicians, well, the voters care about this.

Phillip Stutts ([00:48:48](#)):

You should care about those. No. I want to find out what the politician cares about. And they usually give me like 10 or 20 ideas. I'm like, Oh my Lord, no one wants to hear your 20 policy positions, but then I'll go take a poll in that state or that district or whatever. And I found out that that voter cares about only two of those issues to such an extreme, that it would elect that politician if they ran for office. Well, what am I going to talk about from that point forward? Sure. I'm only talking about those two issues because the politician already cares about it. And the voter only wants to hear about that. And that's how we start. Our five step system is to get a deeper understanding, a more empathetic and connective way of relating to your audience. All right, cool. So I'm so glad that we got here and I'm glad that you got a couple extra minutes, cause I really wanted to ask you this.

Phillip Stutts ([00:49:34](#)):

There's a part in the book. When you start getting into like, Hey, in previous political campaigns, we knew like these five data points and everybody kind of had the same information, but then all of a sudden, when we could start tracking consumer behavior, we knew what type of credit card you had, what you were buying, what you like, what colors you liked. We knew everything. We had a thousand data points we could target. If you're a single mom, we would run an ad to you like this. But if you're a married, you know, 50 year old dad, you're going to get an ad like this like came so customized. Right. And then there's a part where you're like, and it kind of sounds manipulative and it is, and it isn't right. Like, yeah. And here's the thing. I've had this conversation with people in the past where I even wrote an article 15 years ago with Hal Elrod, John Bergoff for our coaching program called like advanced sales mastery where you're like young sales guys.

Phillip Stutts ([00:50:23](#)):

But it was like, why I want to be manipulated. Like the article was actually written from my perspective of like, why I want to be manipulated. And I was taking it from the standpoint of like manipulation is like

molding something, you know? It's like, you're molding it to how you want it to be. And I'm like, that's what I wanted from Tony Robbins. I was like, I wanted to go in there and manipulate the out of me. And he did, he put you in a trance. Right. Totally wanted that. And I know that's what I wanted. I wanted to consciously choose it. So I, my wife, even though she knows that everything's listening to us, but she's like, I'm so grateful. It's listening. Cause it gives me the ads I want. Yeah. So here's what I wanted to ask you. If I relate this to the family situation, there is a little bit of like, how much are we in our kids' business?

Phillip Stutts ([00:51:08](#)):

Like even to the point of like, if you're in their phone, if you're in their journal, if you're in their space, if you're eavesdropping in on their conversations, if you're, then you probably know a good bit of information that might help you to be a better parent. It's also easy to see how being too involved and suffocating somebody and having too much information or being too manipulative is also a dark side. How do you balance that as it relates to either conceptually for that across the board or perhaps just for your family? My daughter is my best teacher. And so listen, I'm a parent, don't get me wrong, like their rules and all that kind of stuff in our house. But I'm very conscious with her that I'm learning from her and I'm not going to dictate or to like when I grew up, I never did anything with my parents that I wanted to do, frankly.

Phillip Stutts ([00:52:01](#)):

I didn't even know what it is I wanted to do. I did what they wanted me to do. And we went through this in the conference recently where we talked a lot about this, but what I've really tried to do since reading conscious parenting by Dr. [inaudible] was like, Oh, let them be your guide. And then yes, you'd still have to put parameters. We still have checks on. So, you know, she doesn't have a phone or anything, but she has a computer and we've got checks on that. And that's just to keep like pedophiles away. Like, you know, because it's crazy out there, right. It's almost sort of to protect her. I don't believe in spying on her. And if she knows in my heart, my dad trusts me and he gets me and he listens to me. And after the conference I read the family board meeting.

Phillip Stutts ([00:52:41](#)):

Right. And I went to my daughter and I said, yeah, you know, Parker, what is the one thing, not my choice. What do you want to do with me? Like you get a half a day, you get to choose. She goes, I want to go rock climbing. I go, okay. So we're going to go rock climbing a couple of weeks. Awesome. And that's because she now says I'm hurting and I'm seeing, and for me, it comes back to she's my guide, because if I'm losing hurt, she's going to feel seen and heard. And when she feels seen and her, then I can trust her and I'm still going to have guard rails up and I'm still, you know, still gonna be a parent. That's never going to walk away. But, um, she's a man. She is who she is. It's not me. And I love it.

Phillip Stutts ([00:53:23](#)):

And um, I embrace that. And so there's a balance, I think sometimes because we're dealing with a lot of, we project our crap onto our kids. And I'm just as guilty of doing that in the past. And that all of a sudden makes us more fearful and that creates some paranoia, what are they doing? And then you can go overboard on that kind of stuff. And so I'm conscious to try not to do that. So let's, uh, in our final minutes here, let's talk about the undefeated marketing system, your awesome book. I'm listening to the audio. It's killer. Well done. What are the five steps? If we give somebody a little preview, they can

go dig deeper into the book, but what are they? Yeah. And the last thing I'll say, and this is, uh, I did not write a textbook. I wrote a book that tells the steps through stories.

Phillip Stutts ([00:54:05](#)):

So if you want an intro, I love a book, uh, about how political campaigns work behind the scenes, how, you know, George W. Bush, Barack Obama, Donald Trump and Joe Biden were elected. It tells you the behind the scenes stories of those. So, and then it translates it into how businesses have utilized the same system and it's all through stories. So that's one thing. The other is the steps go like this number one is get a really deep understanding of your audience. So we took our dad's or are we talking about if it one-on-one with your wife or is it, you know, customers and clients, right? And then once you have an understanding of what moved them and where you have alignment, you have to put a plan together, a strategic plan. You know, like we don't, we often too often business owners run around John and they just play whack-a-mole day.

Phillip Stutts ([00:54:50](#)):

I'll throw some Facebook ads up and cross my fingers. I hope they work. And that's the problem. That's why you lose every time. Right? You have to have a strategic plan in place, just like you have in your own business. And you do a strategic plan in your business every year. It's the same thing. Your marketing should think like that as well. The third step is you, you have to brand or rebrand your company based on what you find from your customers and clients. I don't spend any money for a client on ads until we get the brand, right. But the brand is not first. The brand is third. Cause you got to find out what the customers or clients care about. And if I'm going to spend money and send tied a website, and I tell a hilarious story about a pest control company that screwed this up royally, uh, that we, we worked with, uh, it was like two, 300 pound guys and t-shirts and their brand, that was their brand.

Phillip Stutts ([00:55:37](#)):

And we sent all these leads to them and people got to the website and like, Oh my God, why would I hire this 200 to 300 pound dudes? And t-shirts leaning up against the car. Like you have to get the brand, right. So when it gets to, when somebody goes to your brand, they go to your website, speaks to them. They're like, yes, I want that because you've got to build a relationship. You're not getting one click and a conversion. That's just not, what's going to happen. Everything is about how do you connect at a deeper level with your customer client and how do you continue to do that so that they will not shop or buy from anybody else going forward? The fourth step is now that you know what the customer client wants now that you built a plan now that you've rebranded or branded your, you know, your website and your advertising, you know, your videos, things like that.

Phillip Stutts ([00:56:18](#)):

Then you got to go test, not test a bunch of ideas you throw against the wall. You test the best ideas you find from your data, from the customer. And ultimately you're going to find just like I said earlier, two or three of the, if you test 10 issues, all 10 or 10 messages, all 10 messages are going to work, but two or three are gonna explode and you just don't know what they are. And I give examples of how that is in the book. And then the fifth step is really it's time to launch your campaign. Now that you've literally eliminated your marketing risk for four straight steps, but finding out what the customers think by building a plan by branding the right way, by testing all the, met the right messages and figuring out which ones works the best, then you're ready to go run a marketing campaign.

Phillip Stutts ([00:56:56](#)):

And that's the same that sports teams do is win championships. They literally follow this exact same playbook. And when you get married, you 99% of people, other than people that meet in Vegas and get married that night, they follow the same formula to get married. And when I, I had to get fired from a big client to understand the formula, but it provided a lot of clarity. And then once we implemented it, we saw every single client grow their bottom line. And we have three clients in the last two months had the best month in the history of their company. And one was 107 year old company. One was a 41 year old company and one was a 27 year old company the best month in the history of their company. But they've worked with us for two years now. So we just keep getting better at this every step and we keep optimizing it.

Phillip Stutts ([00:57:39](#)):

And I just figured, this is a chance you don't have to work with me. You can read this book and you can implement this yourself. And this is an opportunity to tell something so that business owners could win the game of marketing and stop. I like to say they [inaudible] a rigged game. Yeah. And there's a tool on your website, right. That somebody could go and sort of get a start. Yeah. Uh it's if you want to have a better understanding of how to look at your customers or clients, you go to Philip stutz.com/insights, and you fill out a little form, takes you five seconds to fill out, but you get a 30 minute call with my team. We'll talk about what you could do. That doesn't cost anything. We'll talk about how we do it. You know, you could buy from us, but it's a free call, nonetheless, and you get a little, um, and, and if it's with a front row, dad, I'll do my best to be on that call for anybody that does it and the brotherhood.

Phillip Stutts ([00:58:26](#)):

So I think that would be me having this conversation. I should probably just talk with Philip afterwards and talk with them about fat road ads. This is a great man, really happy for you as I've done in the past. And I'll do for this show. Also guys, for everybody out there listening, if you want to get a copy of Phillip's book, write a review about the show mentioned, Philip, send it to our team info, front roads.com and our team will ship. You just send us your address. We'll ship you. Phillip's book on us to say thank you to Phillip to say thank you to you, our audience for running the show, but that's a good one. We'd love to send it out. And it's called the undefeated marketing system. How to grow your business and build your audience using the secret formula that ALEKS presidents.

Phillip Stutts ([00:59:07](#)):

It's a great book, Philip. And, um, do, when I think about, you know, one of my favorite questions to ask people over the course of the year is just what was one of your greatest gifts of the year? Like what was an unexpected gift, right? Somebody that came out of the woodwork that was like introduced to you recently, that just had an immediate positive impact in your life. And, uh, when I think about people that when I hear their name, when I think about my interactions with them, I light up and I'm really paying attention to that energy in my life. And how important that energy is. Dude, you're somebody there that, like we started off prior to recording. I shared something with you that you told me at lunch. And dude, I just, you know, it's so nice to be able to laugh with people.

Phillip Stutts ([00:59:50](#)):

It's so nice. It's nice to be able to learn with people. And it's nice to be able to talk with somebody that's willing to admit to their missteps along the way as you have. So graciously opened up and told us about what hasn't worked in your life. As much as these winning formulas that have worked in your life. Notice

the winning formulas come from all the failures that I had in my life. It's like an overcompensation for all the things that I was bad at in life. And I wanted to fix that everywhere. Honestly, if you really think about it, subconsciously, it's exactly what I did. What is Tony said? We'll go, let's give Tony some credit. One more time. We both went to date with destiny. Both of twice. I got it wrong. So, so bad. The first time I had to go again, I might picture this, but he says something like, you know, wisdom comes from making good choices and good choices comes from experience and experience comes from making bad choices.

Phillip Stutts ([01:00:39](#)):

So that's, uh, that's the winning formula there for sort of great wisdom and good choices. Phillip, is there anything you want to say to any of the front row dads out there listening that we didn't get to today? Anything at all? No. I'm grateful that I had the chance to, to meet you and be a part of the group. And I'm going to be a lifetime member from this point forward. And honestly, it's not like I'm not sitting here today. And John torn, like I've looked for a group like this, I needed a group like this from my bottom of my heart. I'm like, I've learned so much since I've joined the group so many good dudes. Like I felt, I felt like I was in it. I've never been in AA, but I w I was in an AA meeting and it was amazing because I've never had a conversation like that with that many group of people with so much in common.

Phillip Stutts ([01:01:26](#)):

And I think we all need these things. We need outlets like this. Right. So I appreciate the service you're giving as well. And if the opportunity to talk to you today, I mean that, thank you. Yeah. And guys, I would say to anybody out there listening that if even if it's not front row doubts, where you find connection and conversation, that you need that in your life, whether you find it in your local neighborhood, in your church, in a business setting, it doesn't matter where it is. If you can find it, if you can have the real conversations, if you can feel a comradery with somebody and you can do life together, like that is so critical. Every good thing that I think I can trace back to starts with the right environment, the right group of people, the right tribe. It's just been the biggest blessing in my life. So guys, go get the book, the undefeated marketing system, check out Phillip Stutz, work, check out the free resources and tools that he has willing to all that@frontroads.com. Thanks for being here again with us, buddy. Thank you,

Jon Vroman ([01:02:20](#)):

Gentlemen. Thanks for listening to the show today. Two actions to take from here. First implement one thing that you learned from the interview and number two, share this episode with somebody who values being a family man with a business. If you're enjoying the front road ed podcast, the biggest thanks we ever get are honest reviews. So thank you for your feedback in advance. We read all of them. If you want to learn more about the brotherhood, which is our private community of 200 men from six different countries, visit front road outs.com for more info. If you're wondering what the hell the brotherhood is all about, I'll leave you with some real feedback from guys who are active members and why they are part of our crew. Thanks again for listening to the show and I'll catch you on the next episode,

Speaker 3 ([01:02:57](#)):

You had this passion for wanting to find a way to make you a better parent and a better husband, just better in general. And so you develop this community of like-minded men that, that aspire to be better and aspire to put family first and business second. And so to me, there's no greater place. I'd rather be,

you know, people ask me all the time, like if I could only pick one group mastermind organization, whatever to be part of besides my own, it's always yours. And that's it. And by the way, part of that has to do with you and the leader you are and the way that you treat people and how you show up and the level of preparation that you have and the quality and amount of value that you offer. And then part of it's in the community that's been assembled and these unbelievable like-minded men that show up willing and ready to serve and to give and to share.

Speaker 3 ([01:03:53](#)):

And so to me, there's no better place that I can be spending my time. I look at two different things that we can be doing with our time. One of them is growing relationships and starting first with the most important relationships and the other one is growing our financial acumen and our wealth to be able to do the things that we want to do and have impact and be able to spend time with the people that we value most by buying that time back. So to me, what you do and what I do is a great marriage of what I think is most important. And I would also throw in there that health is, you know, the other component of that. And I feel like the community that you built that each of us have built is also centered around that because you talk about being a great husband, parent, that's going to come from taking care of yourself and making sure that you have the energy to be able to serve.

Speaker 3 ([01:04:44](#)):

And I, I do the same thing on a wealth standpoint because wealth to me is not just about money. It's actually about having the time and the space to have your personal health. I would take having great health over no money any day of the week, rather than the inverse of that, having a lot of money, but no house. So to me, those are like the three most important components. And to me, we're always merging those three in the things that we each do. And so I think that's why there's a lot of crossover of, you know, members. That's why, what you do resonate so much with me. What I do resonate so much with, I joined as a lifetime member for that small little window where you offered it. I'm like I'm in. Cause I know if I'm going to commit my time anywhere. This is it because it makes me a better man. It makes me a better husband makes me a better father. It encourages me to really step up my peer group with other like-minded men so that I can be on mission on point with other people that will hold me accountable at the highest level.

Speaker 3 ([01:05:42](#)):

John and I met a year and a half ago with the launch of my first book. And as we were going through the interview, I began to ask him questions about the brotherhood. And it resonated within me that a community community of like-minded like-hearted men that wanted to win as he was just saying at business and in life and had reversed that I wanted to win as a dad. And then I'd also love to be successful in business. Cause I feel like if I, if I look at the dad, right, who cares what I did in business, that's my legacy. That's what was beyond me. So the tribe up with a bunch of dudes going in the same direction with the pillars that are in place and the way that not only are you encouraged compelled, you're chided, you're laughed with, but you get to pace yourself, but you can get around abandoned dudes that you can trust.

Speaker 3 ([01:06:31](#)):

You can share with, you can grow with. And just recently completed a time with these guys. We'd get as fast at the start of the new year. Every day, I would tune in to the little app where we were sharing comments. And I was so impressed how you could see guys that were further down the road and things

like this guys that were just starting and the camaraderie, the encouragement. So for myself, this was a total fit and I would encourage any dude. That's looking for a place where you can feel connected with abandoned guys wanting to go the same direction for dads. [inaudible].