

Building Self Confidence And Self Motivation In Life And Business

An exclusive interview with David Rutherford of TeamFrogLogic.com

- Justin Popovic: Hey. It's Justin Popovic here with you today. I am over the top excited, because I have somebody a lot different than - if you've listen the interviews with me before, if you've read a lot of my content - you have never seen anybody like this before, especially for people like you and I, online business owners. We're often talking to other online business owners, and this person may or may not fall in that category. It does to a degree, but he goes way further than that. His name is David Rutherford. David is a Navy SEAL Behavioral Training Specialist, Motivational Speaker, Author, and Life Coach. This guy is tough. This guy's content is amazing. I'm excited to introduce you to his stuff. He's also a Tactical Training Expert, outdoor as Adventurous Specialist, and basically living his dream as an internationally known Motivational Coach.
- His personal goal is to reach 10 million people in 10 years. His passion for teaching is founded in helping people forge their personal and professional self-confidence, which is exactly what he did for me. That's how I found him. I read his book. Hopefully by the end of this interview, you're going to want to read his book as well and maybe even go further with him.
- David, are you there?
- David Rutherford: I'm here, brother. That was phenomenal.
- Justin Popovic: There you go. Did I nail it?
- David Rutherford: I couldn't have done that better myself, Justin. That was awesome.
- Justin Popovic: I always hate the bio part of interview, because everybody knows I'm reading it. It's like, "How well can he read?"
- David Rutherford: (Laughs)
- Justin Popovic: Now, we get to do the fun part, which is totally unscripted, just having a chat. I really appreciate you being on with me today.
- David Rutherford: Justin, the honor is all mine, man. I'm super fired up to be a part, and to help you and your team in any way I can, brother.
- Justin Popovic: Awesome. I really appreciate it. Getting started off at the top, and I want to keep this as fairly concise as possible, because people have short attention spans nowadays, although I think once they hear you talk, they'll be tuned in.
- David Rutherford: Fair enough.
- Justin Popovic: Your book is all about self-confidence and you break it into eight life missions to forge your self-confidence. Like I said in the intro, that's basically how I found you, which is partially true. I actually found you a little bit, as I mentioned before when we were kind of pre-chatting that I

originally saw one of your YouTube videos, which has exploded with views.

Then I read your book, and it really rocked my world, because I come from the world of reading a lot of business-based, or leadership training type of books. Along comes your book, which is teaching similar principles from a totally different world, from somebody who's been down a road that I've never been. I immediately, I grabbed that. I couldn't put it down. I think I read it all in maybe a day, day-and-a-half max.

If you don't mind, maybe just start off by giving your own kind of description of where you've been and what you're doing with your business here and with your Frog Logic Training.

David Rutherford: Well, I appreciate that so. My little background has been just this 20 years of really trying to explore the human condition. Ever since I was a college lacrosse player at Pen state, where I was a art major and a poetry minor. I had this fascination about what makes us tick, what enables us to succeed in every environment.

Now, because I failed pretty dramatically and wasn't able to pursue my real dream of playing football in college, I kind of jumped in. There's the best of real depression and chaotic behavior, which ultimately almost killed me multiple times.

What I did from there is ... I thanked God. I had an epiphany, or I should say God came to me and he was like, "All right, Rut, time to change your life right now, and get your stuff together." Within that moment, I decided to join the SEAL Teams, enlist, dropped out of school, enlisted in the Navy. Next thing you know I was getting my butt whooped out in Coronado California going through BUDS (Navy Seal Training) and ...

Justin Popovic: I watched the documentary on that. It literally terrified me. (If you want to see the documentary, it is here --> <https://www.youtube.com/watch?v=wQFRePXMI9M> - this is part 1 and you can find subsequent parts in related videos)

David Rutherford: It's awesome. I mean, they did some BUDS class 234, did such an amazing job. The funny thing is those guys all were students of mine after they finished BUDS, they came through. I was an SQT instructor. It was just really cool to see them grow and develop, and then to see how Discovery Channel highlighted the training. I think they did a great job.

Justin Popovic: Nice.

David Rutherford: Going through that whole program, I really was able to kind of come out of that a bit, and rediscover that one of the things that we need to succeed and one of the fundamental components of the human condition is self-confidence. I have lost mine just as epically as you could've ever lost it, and was able to regain it through this focused training platform called "SEAL Training," mostly because I was around the

team and I was surrounded by other like-minded people who were pursuing their dream like I was.

Through their help and through this program, I was able to regain my self-confidence, begin to live a true team life, and then really flourish in my career in military. That's where it all kind of started, and it really came into fruition and when I became an instructor in my final 2 years. Then I discovered early on that in order to get people to do things, most people never would dream they could do. We have to first motivate them, right?

Justin Popovic: Mm-hmm (affirmative).

David Rutherford: We need that inspiration. We need something that makes us want to learn, that makes us want to take what we learn and apply it in our lives no matter what combat we're going to face, right? Because you and I both know, Justin, the negative insurgency is hammering us, coming at us from every single way 24/7, 7 days a week.

Justin Popovic: Including from inside your own head.

David Rutherford: Oh, man. That's the worse, the speaking wedish upon ourselves that ultimately through our own fear mechanisms, whether a learned behavior or just through outright the firing of your amygdala, we inhibit our own success. I took these things and I recognize them, and I really kind of found my passion of being an instructor. It's so funny, man. When I was just finishing teams after 8 years, my best friend – God bless him – was like "You know, Rut? You outta be a motivational speaker." I was like, "You're out of your mind. Have you ever heard of motivational speaker drop the F bomb 16 times in one sense?" I get laughed off a stage.

As faith would have it after serving for a long time in the contract world as a security specialist and training expert, I had another kind of calling from God happened to me in my second trip to Afghanistan. It was on this trip where I did an operation with our DEA and the Afghan Counter Drug guys. We went in this compound and after words I recognized that I was totally distracted by the sheer destitution of the children within this compound. It hit me like a sledge hammer.in my freaking soul.

That changed me. A calling hit me and God was like, "You got to change your mission right now in your life." With that awakening is when I really started doing a research around the world how I could help with the skills set I had, how I could help kids in war torn areas. That research lead me to look at what was going on with our children in America, which then made me go, "Heck! Why don't I just start right here at home?" Because childhood obesity was getting big, and teenage girl suicide was elevating, and internet withdrawal syndrome was starting to perk its little head up, and all this stuff, it's happening like heck. Man, I'm going to just help our kids.

That's when I came up with how am I going to do it? I said I'm going to teach these kids what I learned going through training, what I learned as

a SEAL, what I learned as a contract specialist, what I learned about myself in maintaining my self-confidence. That's when I created the original "8 Missions for Forging Your Self-Confidence."

The funny is that when I first started this thing, I had no idea what I was doing. I'm just a knuckle drag in Navy SEAL that now has this passion to help kids. I break out my computer, and I literally punched my keyboard enough times to where I get this book manuscript for kids out. I'm like, "Now, what do I do?" Thankfully, my cousin is a really successful author and senior editor at large for Random house. I shared this. His name is David Ebershoff . I shared this manuscript with him and he said, "Hey, David. You've got something here. You need to pursue this."

Next thing I know I was speaking to everybody that would have me to try and generate a buzz about Frog Logic and what it is, which is Navy SEAL motivation for the common person, for the average person out there, for the person that is really searching for some type of thinking that is honest, that has common sense, and that has been tested and proven on the battlefield life, so to speak.

What makes Frog Logic so unique is not only my 20 years of exploring the human condition, but I combined it with 70 plus years of UDT Navy SEAL operation, training, and elite performance doctrine. This is a program that has been operating at the tip of the sphere for 70 plus years. We have learned these lessons on the battlefield and with the sacrifice of our brothers, our fallen brothers. That's what Frog Logic is. It's a Navy SEAL motivational training program for everybody.

From that, I started speaking at the YMCA. I would do programs for foster care homes, for boys. I would speak at a young professional, anybody that would have me. I would get out there and pitch my concepts, and it start picking up steam.

Thankfully, God came and tested me as he does often, and the crash happened, and the motivational speaker world was devastated. Guys like me, we're out of business, and so I went back to contracting, which is the greatest thing that could ever happen, because it was in that time where I was like, I need to really elevate this message. I need to develop it to where it is a comprehensive message, not only for children, but for adults as well.

Over the next few years, I really kind of built in the team life concept and developed a speech around that, and it just kept growing. In 2011 after the Bin Laden raid, everybody in their brother wanted to understand more about SEALS and SEAL training, and the mindset, and how we think, and how it works.

I just happened to be in the perfect position at the perfect time. Things just exploded. Right before that, I had released my first adult book called "Navy SEAL Training Self-confidence." It's those 8 missions originally that

I'd crafted for kids, but really flushed out for adults to kind of take on-board in their lives, to take this field manual for adults, as what I call them. I've got field manuals for kids and field manuals for adults.

To be able to have this thing as a reference point to look at themselves and see where is my self-confidence. Am I prepared for the battle of life? Do I have the right team around? From that, it's just gotten bigger and bigger. I am so blessed. Now we've got ... Like you said, my ultimate goal is to reach 10 million people in 10 years. We're about 8 years in, and we've reached a little over 2.5 million people.

Justin Popovic: Beautiful.

David Rutherford: Yeah. I'm truly blessed. People have really gravitated towards my YouTube channel and videos. We've got 12,000 subscribers on the channel. We've got ...

Justin Popovic: You got your Blog Talk Radio.

David Rutherford: Yeah. That's the next one. You'll get a kick at us, Justin. Here I am. I had this big time agent out of Chicago who was ... I was working with him. I was driving this lady nuts, because every day I'd come up with some new idea to try and give away free content to as many people as I could, and it's drove her bonkers, because all she wanted me to do is focus on speaking and just speak to corporations, and that's it. That's what I had to do. I was like negative. That's not what I'm about.

My mission is to serve the greater good, is to take what I've learned and what I've been blessed to understand by being a combat paramedic, by being a motivational speaker, by being a minister, by being just a training expert, and all these things. It's my duty to serve this up as much as I can, to serve Frog Logic to as many people.

I had this dream. I was like I'm going to start radio show. That was kind of the straw that broke the camel's back. She was like, all right, that's it. You got other stuff on the go, so I ended up starting this thing not long after we split our ways. She's a great lady. She helped in a lot of ways, but we're not on the same sheet of music.

I started this thing a little over a year ago called "Navy SEAL Radio" with David Rutherford. Man, I've done 54 shows, and I've got 670,000 downloads.

Justin Popovic: Wow.

David Rutherford: It's just like ...

Justin Popovic: In just over 12 months, you said?

David Rutherford: Just over 12 months, yes.

Justin Popovic: Wow. That's incredible.

David Rutherford: It's crazy.

Justin Popovic: That's really hard to pull off when you think about the number of people that want to do that, or that actually have those shows and are lucky to get a couple of dozen downloads.

David Rutherford: The first show I did got 35,000 downloads. The people that I ran the show through, BlogTalkRadio.com, they're like, "Oh my God." They're like, "What's going on?" I was like, "I'm just doing what comes naturally. I'm just talking from my heart, and I'm sharing this common sense approach to really stepping up your game and to endure the combat of life." It's been amazing, because for one thing and all these amazing people ... I've spoken over 14,000 kids throughout North America. I've probably reached another 20,000 in corporate speaking, and then just the message in the book sales, and everything else.

In my social media presence, I've got about 26,000 people following me right now. I'm just blessed, because people respond to the message. People like Frog Logic. They like using it in their life. They see the immediate result, and it's not the 186,000 steps to living your dream. These are things that I can do, that I can replicate, that I can accept these missions in my life, and I can make a difference. I can have an impact in the world around me.

Justin Popovic: Exactly. I think that was a main thing, because I read a lot of these books, as I told you earlier. Yours stood out to me so much, because it was very actionable and practical. I get a lot of books like business motivational style books specially, and at the end I'm kind of like "what's next?" With yours, it's these 8 things. For the benefit of the listeners, if you don't mind, I've just got it up here on my Kindle, and read the 8 missions. I actually had a question about one of them for you here.

Number 1, have a positive attitude. Number 2, PT and live healthy. Number 3, motivate yourself and others. Number 4, earn respect. Number 5, set goals. Number 6, integrity. Number 7, mentoring, and then number 8, have fun. That's a pretty important one. A lot of people leave that step out. They're all serious in business all the time.

The one that I wanted to ask you about, David, is number three, motivating yourself and others. Specifically people listening to this, and myself included, a lot of us are solo entrepreneurs, or we run a small business relative to the grand scheme of the business world. Often, the amount of money we make and how successful our business is doesn't come down to what we know. We often know the steps we should be taking, and we have plenty of trainings. We've bought all these different info products, and we've gone to seminars telling us what to do and how to be successful. There's no shortage to that stuff. What there is a shortage of is the action and the consistent relentless action that's required to be successful in the long run, which basically comes down to this mission, is how do you stay motivated. If you're working in a small team, how do you keep your business partners or your staff motivated as

well? Obviously, you've got this down pat with the results you're getting just with your Blog Talk Radio, never mind the social media and the book sales, and all that. Can you elaborate a little bit on what goes in to really ... I guess for one, how do you motivate yourself to live this message that you're sharing with us? How have you seen it maybe translate to some of your students?

David Rutherford:

I have total empathy for small business owners. I'm a small business owner. In fact, I have started 6 businesses, 5 have failed, and one has succeeded and continuous to succeed. That's my motivation entertainment company called "[Frog Logic Concepts](#)."

The reason it succeeded is because it's one I'm most passionate about. Listen. The deal is when I came up with these, when I looked, when I created these original 8 missions, I really looked at what I did at BUDS to be able to stick around for 15 months. Most people hopefully can make it through BUDS in 7 months. I was there double the time. There's some injuries and some roll backs for performance and stuff. I was blessed that I didn't get dropped. I was able, but it took 15 months for me to get through, so I had a lot of time engaged and persevering the real challenges that every single day awaited me as I went through SEAL Training.

One of the big components of how I made it was I just really though every day that I went to work. I was going to focus my motivation to help motivate my teammates to help motivate the guys. I just wanted to be motivating all the time, and I felt as long as I could stay motivated and just keep my energy up even when I was getting puddled by the sock of whatever training I was in, I could stay scream "Hoo Ya!" I could high five my team mate. I could be shivering jack hammering in the freezing cold water and look over my bud and be like, "Yeah. This is awesome."

I got energy out of that. My performance capability was elevated. From that ...

Justin Popovic:

It's almost like a game to you. Like you ...

David Rutherford:

Oh, yes.

Justin Popovic:

Brilliant.

David Rutherford:

It's critical. When I dug in to the motivation in motivating yourself and others, I began to recognize that we have these motivational concepts that probably are little outdated. One of the examples I always use in my speeches is I talk to people and say, "Hey. Were you the guy that were driving the high school with your mullet haircut, your denim jacket, banging your head to Guns and Roses. Are you still doing that 10 years down the road? Are you still tapping in to the same motivational triggers that you've been using your whole life? I said, "No. I aint halt, man."

You have to evolve, and so do your motivational triggers. Your motivational style, or tactics, or techniques, or whatever you call it, it has

got to evolve with you as it relates to what you're involved in, what combat you're in right now. You can't use something that you use in a relationship motivator as you'd use when you're in business, or getting a client, or making a sale. You have to develop new concepts that are relative to the times that you exist in, what your capabilities are, physically, mentally, and spiritually, which I call the Frog Logic triad. Every situation is different, so you have to have a wide variety of motivational tools.

Now, here's the deal. One thing that I really learned fast is that motivation is absolutely contagious. **When you see somebody that's fired up and you see somebody that's really genuinely excited, it puts a smile on your face. You know, like, man, I wish I had that.**

Justin Popovic: Yeah, and you want to be around those kind of people ...

David Rutherford: Totally.

Justin Popovic: ... all the time. Like you're just attracted to that vibe.

David Rutherford: Iron sharpens iron, right, Justin?

Justin Popovic: Yeah, man.

David Rutherford: That's the way it is, dude. Do you want to surround yourself with the negative insurgency, with the people that are like, "Oh. That dude is such an idiot. He's just faking it. That's all BS. He doesn't really believe it." No. You want to be around other people that are going to be supportive, your true swim buddies, your true teammates. Those are the people that you want to bring on your team, because as you get motivated, there's got to be a day that's going to come around where your energy is going to drop, you're going to take a heavy ... You're going to get a setback. You're going to fail miserably, which is awesome, by the way. You're going to need somebody to help pick you back up and dust you off, and wipe the blood from your nose. That's why you share motivation and let it be contagious.

Now, the goal along with that thing is you got to become that guy or that girl right in ... Is it the cheerleader? Maybe you don't have to be that dramatic. Or do you have to become a motivational speaker? Probably not. What you have to do is be the leader. Lead people into being motivated. Really express yourself in motivational terms. Rip away ...

One thing people just don't do - and I address this in mission one, have positive attitude - people don't really recognize how negative they are, how negative they're dialogue is, how negative they are in their own minds like we've talked about before, that negative speak. People are just not real situationally aware of how negative their day is. A lot of people think because they're being sarcastic that it's funny, or that they're just "Oh. I'm just Joshin. I'm just joking around." I'm negative. I'm funny, because it takes the pressure off. No, it doesn't. It's all BS, man.

What you want to do is you want to be that focused, positive, person. You want to deliver for other people, lift them up, and give them the sense that with you there's nothing you can't accomplish. That's what we do in the SEAL teams over and, over and, over again. That's why we're able to accomplish the types of mission we're able to accomplish. That's why I've had success in this.

It's tough, man. There are like 50 Navy SEAL speaker out there right now, but I'm so positive and so confident that Frog Logic is its own unique thing, and then I provide a specialized service to people. That I gain motivation. When I'm down, my partner, my father he picks me up, man. We go back and forth all the time. It's critical that you stand up and you become that guy or girl.

Finally, the last one, Justin, it's just huge. False motivation is better than no motivation at all, right?

Justin Popovic: Yes. Any kind of motivation.

David Rutherford: Totally. I got a story. When I was in Afghanistan the first time with SEAL Team 1, we're on a reconnaissance mission. We're going in to our third day. It's super hot, and everybody has run out of water. I'm the only guy that had a couple of quarts left. We have rafted, each guy have rafted 22 quarts of water, and I've pumped in 25, plus my 4,000 liters of IV solution. I'm like, "Man, this is not good. We're running out of water to 125 degrees out here. We're getting hammered." There's a possibility if there's a dust out, we're not going to get extracted tonight. What happens then? We're going to have to go down in this Taliban Village we're watching, and figure out how to get some water, which could be ugly.

Justin Popovic: Yeah, really.

David Rutherford: I started wearing that negativity pretty overtly. Luckily, my swim buddy, it was this guy Larry, said, "Hey, Rut. Let me tell you a joke." He ends up telling me this joke that's horrible, and he was like, "Hey ..." and I was like, "No, Larry. I don't want to hear it." He finally push. I'm like, where did he go? How do you know a Navy SEAL walks into the room? How, Larry? He goes, "Because he'll tell you. Hahahaha!"

Justin Popovic: (Laughs)

David Rutherford: That's the oldest joke in the world. What he did was he expressed himself in a way saying, hey, it's going to be okay. I got our back. We'll figure it out. You're not alone. Laugh it off. He turned my attitude around to where I regained confidence, I got back in the fight. I started thinking clearly and was good to go.

That little sense of finding the silver lining, and even if you got to create the silver line, your world has imploded on you. You can't get any more fun. You're running out of business. People owe you a truckload of money, or you can't come up with a new idea. Guess what? Suck it up,

and recognize, man, you're doing what you're passionate about. You're following your dreams. That's the greatest thing there is on this planet.

You're just in with the rest of the cattle or the sheep or the cars or whatever you want to describe yourself as. You just think about how unfulfilling your life is going to be. I'll tell you what, Justin, here's another thing I learned pretty prominently over the last 20 years, 19, which I carried the gun for a living, life is really, really short. The opportunities you have to live a full life are all relevant to your motivation and your ability to escalate, elevate your game to live the team life and to really project a sense of, "Hey. I am so blessed to be above dirt. I'm going to make the most of it."

Justin Popovic: It's easier to forget that when, like you said earlier, if you're being surrounded by people that are also forgetting that. Not even conscious of the way they're thinking, so they're just repeating these cycles of negative thinking, or even just lack of gratitude for what they already have. Like you said, gratitude for being alive, for one. That's a good place to start each day.

David Rutherford: (Laughs)

Justin Popovic: Then you can look around, you know, you're home or whatever you have in your life. Most of us have some pretty good stuff. If you really dwell on how grateful you are for just those basics, all those other things you've been complaining about kind of melt away. It's pretty amazing, but it's so easy to forget that, which I think is why it's really important to ...

David Rutherford: Got to ask yourself, Justin. Why is it easy to forget it? Why?

Justin Popovic: My guess is that it's just habitual in circles of people we hang out with and what we've been taught and programmed that we just don't take time to dwell on those things. We're too busy focusing on the negative. It's easy to focus on it.

David Rutherford: I think you're right. It is a learned behavioral pattern. We don't want to address the things that we're not doing. We don't want to address the fact that our fears are a little more substantial than we originally imagined. We don't have truth about our fears, or we're not truly committed to living a team life, or we don't have purpose in our life.

If those things are missing, what are you naturally going to do? You're going to create a world, a psychological environment, a physical environment, a spiritual environment for yourself that minimizes that stress, that reduces it as much as humanly possible, because that pain is just too much to bare, to push out of your comfort zones (in other words, you settle into a "comfort zone")

And listen. I'm no angel, man. I've messed up in these ways so many different times, that's why finally after 20 years of exploring I'm finally getting it right. Is recognizing that it's better in the long term of your life to feel that discomfort, to take the negative insurgency on full tilt, and to

test yourself repeatedly over and over (in other words, get accustomed to living outside of your comfort zone, face your fears and take on the challenges to live a life of true purpose that YOU define).

Justin Popovic:

Yeah, Man. We don't have a ton of time, but it kind of brings me to one final point. Maybe this will break into a couple questions, but I really wanted to get your thoughts on this. It seems to be a huge theme for you right now, and an ongoing theme - is the whole concept of fear. I mean, you brought it up a couple of times already. Ultimately, it's people's fear, and probably more importantly their unwillingness to get outside of those comfort zones on a regular basis, whatever it may be.

Like as an example, I think back to when I first started my own business I was still employed. I had the paycheck coming in, and so there was that safety net, but then I let go of that, and there was no more salary coming in. I hadn't really figured out how to make much money in my business, so I was scared. I was waking up every day scared, going to bed scared, trying to take some actions. It actually forced me to do things way outside of my comfort zone, because I had no choice. It was literally like I was picking the lesser of two fears because ...

David Rutherford:

For sure.

Justin Popovic:

... I was more afraid of what would happen if I didn't bring any money in. It pushed me to do things like ... I remember one day driving down to the city I went to university, and cold calling different colleges and school just pitching myself, cold calling myself as a speaker. Let me talk to your students. My rates aren't too bad, and this and that. I hated doing it at the time, but it was one of the best experiences in my life, because it force me to knock on doors, to virtually force my way into their offices to do my little pitch, but it actually resulted in business. I made money doing it, and I proved to myself that just because I was scared to do it nothing really all that bad ended up happening. I was a little embarrassed a few times, because I didn't pitch myself correctly or whatever.

At the end of the day, it wasn't anything all that devastating, but it was like a life experience that I always think back to now because it was so awesome to actually face that fear and go through with it.

David Rutherford:

Here's the deal. You're 100% wired for fear. The amygdala is a part of our brain. It is not going away unless you get it removed, and then you're done. God puts it in there because we need our survival mechanism. You got to have the fight or flight. Now, on top of that, from the first time you pop-out of that womb, your learned behavior towards fear is the second most substantial thing you'll ever have taught to you in your life. You get it from the moment that you're a child, you're an infant, you're a toddler, you're an adolescent, you're a young adult.

Fear. Fear. Fear. Fear. Fear. Protect yourself. Do this. Don't do that. Watch out for this. Watch out for that. We are so conditioned to have

fear be a defining factor of how we operate, but literally it grows out of control. Now, the reality is you're never getting rid of it. Right, Justin? You're never going to defeat fear from your life and it cracks me up when people say, "Learn to defeat your fear."

Justin Popovic: (Laughs)

David Rutherford: "I'm not afraid of anything," and I say, "Pppffttt..."

Justin Popovic: I'd be afraid of losing my fear, because I'll probably end up hurting myself or something.

David Rutherford: You have to have it. It keeps us in-check in a positive way if you learn to embrace it. Like you said, I'm in the middle of the "Seven Week Embrace Fear Training Series." You could find all about it on my website at TeamFrogLogic.com, [YouTube Videos](#) shows on [Navy SEAL Radio](#). It's all there.

The idea is really to say, all right listen, if I can learn to embrace my fears in my life by these training steps, these five core missions, and accept these missions, then I can start using fear as a positive impact in my life, that I can use it to enhance my ability to push forward and to truly discover and live with purpose.

Justin Popovic: Can you give us an example of one or two of times where you actually went through this yourself?

David Rutherford: For sure.

Justin Popovic: I'm sure there's stories you may not want to elaborate on, but whatever makes sense for the context we are talking about here. I guess the thing I'm wondering is when I'm in a fearful situation, there's so many things going on. It's like your brain is just firing off all these alert signals.

One of the things – to give you an example – before I was comfortable with speaking in public, I was working in the corporate world. I need to get out and do a little five-minute thing in front of like 500 people, and they were my peers. I just totally freaked out, and I blanked out, and my hands were shaking, and I couldn't breathe. I just had all these symptoms that you outlined in your book, and I had no way of dealing with it. I actually bombed to that particular opportunity, but then it made me fearful of future opportunities to speak, which thankfully I've overcome.

Can you relate a similar situation? How do you get through it, because some people's fears are that extreme?

David Rutherford: Absolutely. The greatest fear I've ever had in my life was not being a good father and becoming a father. All of a sudden, we discover that my beautiful wife, who I actually call the admiral, is pregnant. We're going to have our first child. I come back from the appointment and I was gone for the majority of her pregnancy, so I get back. I went to the appointment. She had waited to get her ultrasound. We walk in there. We get the ultrasound. I have given a million ultrasound myself.

They're going through and I'm looking. I'm real hard. All of a sudden she stops me. She goes, "What do you think it's going to be?" I said, "I think it's going to be a boy." She goes, "Well, think again. It's going to be a girl." In that moment, I was overwhelmed with this fear, because I literally ... It seem like a nano second. I imagined myself holding my daughter and then a fraction of a millisecond later, walking her down the aisle, and realized I have no idea how to raise a daughter. Give me a little boy, I'm good to go. I've got all these training exercise.

Justin Popovic: (Laughs)

David Rutherford: I've got all these stuff. When it comes to a female, I am clueless. In that moment, I was just like, all right. Breathe. Take a deep breath. Get control of yourself and just recognize just like everything else you done in your life. You will train yourself to be a good father for a daughter. What do I do now, Justin? Everywhere I go, and I meet people from every walk of life, every socio-economic walk of life, all over the country. I get hit hundreds of emails a month online. Once I find out somebody's got three or four daughters. My immediate thing is what advice do you have for them?

Justin Popovic: Yeah.

David Rutherford: I'm constantly reaching out to train to understand the different mechanisms, the different approaches, the different ideas, and by asking a thousand people that question overtime, I'm going to see some commonality amongst great parents, great fathers, and I'm going to try emulate those. I'm, going to get motivated by what they're talking about. The primary one so far is time. That's the number one thing. As an entrepreneur, that's one of the greatest terms. I'll go three months working seven days a week, like what I'm doing right now. The reality is, is that time that I spend with that daughter is the most pivotal part of her life, and I have to recognize her. What do I have to do? I have to train myself to embrace the fear that I'm not going to spend time and actually spend more time with that little girl.

Justin Popovic: Right.

David Rutherford: That's how it works, man.

Justin Popovic: Really, there's a few lessons here at a deeper level, but it's really understanding your situation at a deeper level that ...

David Rutherford: For sure.

Justin Popovic: ... will relieve the charge of the fear. Because you know when I was getting up to speak in front of those people I didn't know what I wanted to say. It was my lack of knowing that really caused that fear. Now that I've done 100s of speeches, I've been there, done it, then the fear is pretty much gone. Like, I still get the jitters or whatever, but you know ...

David Rutherford: Absolutely. That's what you do. That's why like when all my private coaching clients and all the young people I mentor, the biggest thing is I'm very mission oriented. I say, "What's your mission in life?" We establish that mission as I want to do this. I go, okay, here, tell me what your understanding, your perception of how you accomplish that mission. When I see them lay it out and most of the time we're so short sided as to the true effort, a true real effort that's going to go in there because we're afraid of all that hard work that we don't put it all in there then I come in and I fill in the gaps and say, okay, here's what it's really going to be. Now, let's go get it, and I'll give you that support. I'll help you embrace the fear. Keep yourself confident and I'll be that swim buddy for you as we achieve this objective however long it takes.

Justin Popovic: Yes. If you have time, I've got one more question.

David Rutherford: Sure.

Justin Popovic: I think it's kind of situational in the sense that I think a lot of people listening are going to relate to this, and I have a few people in mind actually when I'm asking this. That is my clients and people in my world that are like me. A lot of us are currently employed and they wanted kind of do what I did, follow my footsteps where they leave a corporate type of position or they have a company and they want to get out of that and do something new. They already have some proof that this thing is going to work. They're doing their business on the side, but most people are so afraid to let go of that job, because of all the built-in reasons to stay. Whereas I know because I've been through at that when you actually make the decision to leave, that creates the real motivation to do all the hard work that it takes to succeed in your business.

David Rutherford: For sure.

Justin Popovic: So there's this dynamic where that people know they need to leave, but they want to wait for the perfect time, but there is no perfect time. I just want to encourage people to go for it. What would you tell people? Because it's clearly just a fear holding them back. If there was no fear, they would go for this and they'd go and do this business fulltime.

David Rutherford: Here's what I recommend. It is a real simple exercise. Here's what you're going to have a ... Throw a party with your closest, kindest, best, most supportive, loving family and friends you got. Just do a gathering. What you're going to do is you're going to bring all of those people in a room and then you're going to sit there and you're going to bring around and you're going to make a toast, and you're going to say, "Actually what I want to say is this is what I'm really thinking about doing. Can you guys ... Do you think I can do this?" Watch the shower of love that comes at you.

Justin Popovic: That's amazing.

David Rutherford: Watch the shower of support that just comes around you. Because what you've done is you ... An essence to this party you've created your

network, your team. You've identified the people that you really look to for support in your life and then the people who show up are the ones who really mean it. They will literally get behind you as much as anything you can ever imagine.

Then what you do is just say, hey, guys. I'm going to need some support in this. Would you guys be willing to get behind me and help me? They will. The problem is we don't ask for enough help in our lives. We don't seek help whether it's through physical development, mental development, or spiritual development. We just don't ask for help. It's the most bizarre thing on the planet, it's because we have this pride. We also are very fearful that someone's going to judge us because we don't know what we're doing.

Guess what? Nobody does it alone, Justin. We need a team. You got to build that strong infrastructure of a team, and then get that support going actively engage it in your life.

Justin Popovic: That's amazing advice, man. I have actually never heard it stated that way. I did something similar, but not exactly, and definitely not everybody. I didn't throw a party, but not everybody supported it, but when you start putting it out there, the people that are going to support you come out very, very quickly, and they stick around.

David Rutherford: They want you to ...

Justin Popovic: You could just focus on them. Then they say you can just put them aside. You'll find out who the supporters are and you can just spend your time with them.

David Rutherford: Exactly. Those are your true swim buddies. Those are the people that are behind you, not because of the idea, but because of who you are. That's the focus. That's the ...

Justin Popovic: That's amazing.

David Rutherford: When you emotionally engage with that truth, when you allow your heart to open up and feel true focus love regardless of all the external material hang ups we allow to cognitively redirect our focus, and you just let that raw emotional commitment of love influence you, that's what real true positive strength comes from. That's where the momentum is derived. The more you do that, the greater you're going to be able to push yourself. Period.

Justin Popovic: Wow. What a great way to end the interview, man. This is awesome. If you have a minute, why don't you let people know where they can go. I'm going to give them links as well. Where can they go to learn more, hear more of your story, more of your message? Do you have a couple of resources or a single place we can go?

David Rutherford: Absolutely. You can start out with going to my website at www.TeamFrogLogic.com. Once you're there, you'll get to experience

some other things. There's couple other places such as my [YouTube channel at David B Rutherford](#), or just type in "Navy SEAL motivational speaker" and I will pop-up all over the place.

You can also type in "Navy SEAL Radio" and then you can find my station on BlogTalkRadio.com. Those are the three big spots people go and find me, and then just kind of breakout from there.

Justin Popovic: Awesome. I'll definitely make sure. Wherever you're watching or listening to this thing, just take a look below and you'll see it, and just click away. Go get his book for sure. It's on the Kindle. It's Physical Book 2, right?

David Rutherford: Yeah. It's on Amazon. It's on Kindle. We're selling it on our website. It's all over the place, [Navy SEAL Training Self Confidence](#).

Justin Popovic: This is a totally different ... If you've been stuck reading business books and sales training manuals, those are great. I love them all, but this is just going to totally give you ... As you can tell in this interview, a totally different perspective on things. I think for me has had drastic impact. I actually read this book and made changes in my life that I'm still reaping the words of today, and this was 8 months ago I read your book.

David Rutherford: That's cool. The one cool thing about the field manual is that it's designed where you can revisit it, answer the questions in the back, again, to keep this ongoing inventory of where your self-confidence is. I'll be coming out with the second book for adults here this winter called "Live The Team Life" where I map out another four missions for doing that. I've also got kid's book out right now called "Doc Frogs Physical Training Manual." It's a motivational exercise, fitness book using a Navy SEAL Superhero character we designed ...

Justin Popovic: That's awesome.

David Rutherford: ... to help get kids engaged in fitness and motivation.

Justin Popovic: That's great. Well, good for you, man. I really appreciate you sharing your message today. What else can I say? This has been an awesome interview. I'm motivated. Thanks, man.