

YOU'RE NOT DONE YET!

*A Guide to Creating
the Life You
Want!*



Bruce Outridge

You're Not Done Yet!

A Guide to Creating the Life You Want!

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Written and Illustrated by Bruce Outridge

BRUCE  **OUTRIDGE**
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You're Not Done Yet!
A guide to creating the life you want.
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DEDICATED
TO THE LATE ARTHUR OUTRIDGE
AND LATE YVES MAYNARD
*Two special people who taught me
the importance of living life now*

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Foreword

By Paul Copcutt

I have known Bruce for a number of years having first met him at a local entrepreneur and small business networking group he was helping run. You cannot but help like Bruce when you first meet him because he is such a generous and friendly person. As I got to know him better over the years he really started to interest me more and I was constantly amazed at his versatile skills and creativity.

If you remember the nursery rhyme from childhood about the various professions of the time “rub-a-dub-dub, three men in a tub, and who do you think they were, the butcher, the baker, the candlestick maker.....” Well with all the modern-day roles that Bruce has, he could not just fill a tub on his own but a small riverboat!

After all, how many former truck drivers who did not finish school originally do you know that is also a

- gifted cartoonist
- multiple author
- creative graphic artist
- talented videographer
- engaging podcast interviewer
- natural TV host
- multi-media editor
- social media content producer
- motivating speaker

Not to mention all the roles he fulfills away from work.

For many, a school guidance counselor or someone like my Dad who told me to 'get a job in a bank, because it's a job for life', Bruce's experience and career path would at best seem unorthodox and at worst have no logic. But I have seen Bruce build his entrepreneurial success because he found connection in doing one thing, which led to another. He is always open to trying something new (or even go back to something he had tried before but it didn't work) and he always looks at an opportunity or an obstacle with a glass half full approach.

**He really does walk the talk of this book
"You're Not Done Yet"**

Over the last few years, I have had the pleasure of spending more time with Bruce as we arranged to catch lunch once a month and talk through our respective businesses and mentored each other.

If you were to ask me the words I would use to describe Bruce they would be exactly the ones he outlines in P.R.I.D.E. in Chapter One. You will have to read it to know what they are but know that it is these values and approach that have borne witness for me and allowed Bruce to pivot several times and continue to build his business as well as design a life that enables him to also enjoy an extended vacation every winter to Barbados, the envy of many of us entrepreneurs.

This well-deserved beach office break also comes about because Bruce follows many of the steps I advise clients to follow in my branding work with them and that he has shared in the pages of this book. Things like Purpose, Values, and Passion.

As you look at what these terms mean they may seem too impractical, academic, or perhaps only for the few, but Bruce has interviewed dozens of fellow creative entrepreneurs and their stories help each chapter come to life and make it all much more realistic and attainable for you.

You have made a good decision to pick up this book and read it. Now make a great decision and follow the advice, because much as you sometimes think that's it, believe me when I tell you "You're Not Done Yet".

Paul Copcutt
Branding Consultant
www.PaulCopcutt.com

Action Steps

Throughout the book *You're Not Done Yet* I have included “Action Steps” at the end of each chapter. These are questions to get you thinking about your life or business. There is an Action Sheet at the end of the book to help you pull the answers together helping you find your purpose in life. I suggest keeping your answers together in a journal or notebook for evaluation later.



Finding Your Life's Purpose

Remember when you were younger you would sit in school and the teacher would ask what you wanted to be? The normal responses were fireman, police officer, or doctor. Every so often a kid would throw in garbage truck driver because he liked machinery and saw the truck go by once a week. Most kids would follow their parents professions if they knew what they were but asking a kid that young what they want to be in life has to be the silliest question I have ever heard.



“Just pick one!”

Things are quite different today and the Internet has made the World smaller. Today we have a million choices of what you can do for a profession if you want a job at all. People are making money in various ways and jobs are being created everyday for projects that haven't even been dreamt up yet and we're not done yet.



**“Not now Honey, I’m creating social media content.”
“Oh you’re creating content alright, you forgot your pants!”**

I wanted to be an artist when I was young and started drawing around the age of ten years old. This was not something that was encouraged even though the art industry was a main stream way of communicating. Illustrations, comics, and magazines were all popular mediums but also highly scrutinized by society and not yet set as proper industries as they are today.

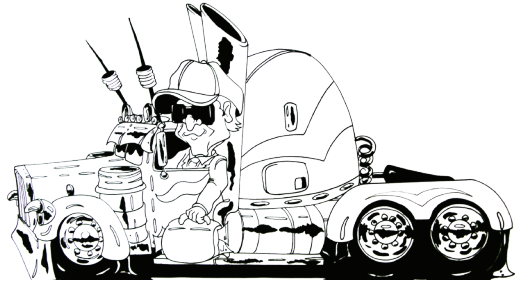
Being an artist was not an option that was promoted in the education system and barely is today, but more about that later.

If the choices are limited and only certain careers are promoted how do you know what you are supposed to do as a young person? First stop thinking of your life as part of your career. Think of your career as part of your life. Many young people are becoming good at this in the world today as they are focused on causes or people around the world and not just what is happening in their town. Causes like the environment, climate change, bullying, violence, and other important causes are having young people focus on the bigger picture even educating us older folks on how we need to improve for a better world. It's not about money anymore but about life.



Finding your life's purpose isn't easy when you're young as you haven't experienced some of the situations that may change or shape the way you think. The causes you are interested in now may not be the causes you are interested in later in life. I just found my life's purpose over the last decade or so. At the age of 40 my perceptions on life began to change and at 50 it changed again and I am sure it will continue to do so at 60.

It wasn't until I began to look back at life and the type of jobs I have done or the information I was writing about in my articles and blogs that I noticed I even had a purpose. I found I was passionate about helping people feel good about themselves something I have struggled with myself for many years. I wanted people to know that because they wanted to do something they could do it even when others were telling them it couldn't be done. I want people to be successful even if they didn't go through traditional education systems or have a high level of training that they could still achieve a lifestyle they were looking for no matter what the masses say. Many times the masses are wrong like the time I told a friend at the age of seventeen I was going into the trucking industry. He told me he had tried it and didn't make any money so that I shouldn't do it. Thankfully I didn't listen to him as I have been in that industry for over 30 years. I only listen to my internal voice when it comes to my life and you should too!



So what is your life's purpose? How do you find it?

I don't think you find your life's purpose, I think it finds you! It is usually a combination of experiences from your past, ideas you're passionate about, and projects you enjoy doing. It's almost like making a cake with a list of ingredients and a process for putting them all together. If you are young and wondering when you will get your life's purpose, stop and get on with life and it will find you. If you are older and don't feel you have or had a purpose then that's okay too.

It is more like a calling and not everyone will feel the need or be willing to do the work. That is what is so special about it and makes individuals stand out.

My purpose in life is to help people know that they can succeed even with pressures from society or personal connections telling them they don't have what it takes. I believe focusing on a career path that you enjoy and learning all the nuances of that career it will offer you life experiences down the road. Don't choose a career based on money or on what will be the easiest path to success. I can tell you from many of the successful people that I have met there is no easy path. The path contains hard work, dedication, and it is not always pretty.

“I just need to choose the right one and I'll be rich!”



Life has a way of getting in the way and some of those experiences will be beautiful like having kids or getting married and other times it will be depressing like having kids and getting married. Either way those experiences will help shape your thoughts and ideas all combining to the emotional detail of your life. This is why deciding on ideas you feel strongly about may not happen until your later years as those experiences are the factors that contribute to the purpose.

Some young people learn this early like my friend David who in his twenties has found a love of politics and helping charities. I certainly was not that way in my twenties or even thirties. David may not have found his life purpose as of yet but he is well on his way to experiencing the human side of life and the importance of giving back. Good on you David for finding a purpose early.

My life purpose has come from a variety of personal experiences, failures, and successes that have all shaped the way I feel about the World and the people in it. Many educators and parents tell young people they can be whatever they want but when that person comes to them with a career option that doesn't match their views or makes enough money they shut them down. My life purpose is to show you people that are succeeding at different career paths and show you the work involved. It is then up to you to decide whether you have what it takes to make that decision happen for you. There is always a way to succeed but it may not be on your first attempt so the failures and views of others can all be strong means of helping you increase your determination.

Internal revenge of wanting to show someone you can succeed can be a great way to stay on track. How bad do you want it? All you need to do is get started!



“Hi Frank, Yeah I’m in the office!”

What if you don't want a purpose for your life? What if you just want to work at a job that you like? What if you just want to build a business that you can call your own? What if you are a creative person and want to work in the arts but are being told there is no money in it or you should focus on a real career? I tell young people all the time the way to begin is to think about what you like to do, what you're interested in, and what you're passionate about and find ways to combine them into a wonderful



life. Mix in a little life experience, some emotional drama and you will find your life's purpose or maybe it will find you!

Action Step

Determine one thing that you wish someone had shown you earlier in life that you feel would be helpful to someone else and write it on a piece of paper or in a journal. Keep it in a safe place for later.



You're Not Done Yet!

Life is a Graphic Novel, Not a Comic Book!

When we were in high school waiting all week for a party on the weekend seemed like an eternity. Do you remember setting your five year goals thinking you were setting your life long goals on your career and figured if you could get to the end of the five years you would all be set? Have you ever thought when I reach a certain time in life that you will then travel or buy that new car? Most of us think in terms of short term goals or chapters of our life. Often that is as far as we can see in the future and don't look at our lives as a whole.

If you are a comic fan then you will understand that a comic book is a period of time. It may look like 32 pages of a book but it could be a week of time, a month of fighting, or day in battle. A comic book is a certain period.

A graphic novel is much like a comic book but for a much longer period in time. We could not fit all of Superman's life into a comic book, but we can extend a graphic novel to fit his whole life. The trick is to look at your life as though you are reading a graphic novel and not just a short period of time such as in a comic book. Your life is made up of comic book issues, check out this scenario.



“Wow there's still more to go!”

If we use my life as an example. I don't remember much before the age of ten, but we will call this issue one. At age ten I started drawing and drew until age sixteen, issue two. From seventeen to thirty-six was another issue ending in a divorce after eighteen years of driving transport trucks, issue three. From thirty six to forty three I was in management ending in 2006 so that would be issue four.

Becoming an entrepreneur in business for the last ten years brings us to issue five and we are now beginning issue six. So you can see that our lives are divided into issues of a comic book or chapters of life. If you had told that ten year old little boy that he would be in business for himself today he would have told you that you were crazy.

The question becomes do you look at your life as a graphic novel or a comic book? You may not be able to see how everything works out as life has a way of throwing things at us to keep us on our toes. The easiest way is to continue to make goals as far out as you can, but be open to new opportunities and changes. When I look back over my life saying yes and working hard opened many opportunities for me. Where you are now is a chapter of a book or an issue of a comic book. Remember your life is graphic novel!

Action Step

On a piece of paper segment your life into sections like chapters of a book. Grouping them into years will give you a perspective on life to now. Take it a step further by writing down major issues you were having during those segments.



You're Not Done Yet!

Look Back at Your Life

If you had gone through your life and were able to come back and give yourself some advice, what would you say? This would be different for all of us and it would depend on how your life turned out and how old you are. In fact many successful entrepreneurs do this already. Sir Richard Branson wrote a letter to his younger self telling him what to look out for when growing up and some of the lessons he learned over his career. Country star Brad Paisley wrote a song about doing the same thing. This is often done at the end of life verbally when someone is dying, but what if you did it now, when you have a good memory and have time to change the future.

I have learned a lot over my years of being alive ranging from positives like having a good work ethic to bad characteristics like having negative self talk. Following your dreams and passions is something that is hard for many to foresee, but the internal struggle of allowing you to follow those passions is real to many. Just ask any entrepreneur building a business.

I have had a good life up to now and have little regrets. If I had to do anything over I think the only two things that I would have changed is first how I think of myself internally and being better in school since I now realize the value of education. Other than that I have had a great life and my passions have played a big part of my life now and in the past. Being a creative person tends to have one follow their passions instead of being logical at times and I am okay with that.

Enough about me let's talk about you! What are you looking for in your life? Are you trying to follow your passions or taking the logical route of trying to live up to someone else's standards? Are you becoming a professional such as an accountant or lawyer because you want to be one or because a parent or authority figure said it will bring in the most money? Do you even know what you want to do?

The thing about life is that it will throw things at you that you won't even see coming. These days you can almost guarantee you will have life changing moments such as divorce, job loss, or other elements that are out of your control and times that you hope you will never see. You walk into work one day and the company announces they are closing the doors and you are out of work. You arrive home to find out that your marriage is breaking up, again out of your control, maybe. A loved one is involved in an accident at too young an age and their life is not only stopped, but stops all the lives of those around them. You won't see these things coming for the most part, but they may happen to you. How you handle them will make the difference of how your life ends up in the future. You won't be able to control these things but I can promise you if you focus on being a good person, respecting others, and follow your passions, you will have a good life.

If you were to write a letter to your younger self what would it say? What values would you share with your younger self if you were offering advice? Would you suggest that your younger self goes for the gold and focus on money? Would you have them follow their heart and focus on the compassionate route? There is no wrong or right answer to the question or the advice given. It will depend on your values, passions, and view of life. If you're not sure what you would say then why not give this little exercise a try? Write a letter to someone like yourself that is younger offering them the advice you would have wanted to know. If you are young why not right a letter to yourself as to what is important to you and the values that are important to you? Once you finish the letter hide it away somewhere where you can find it later in life. It may just amaze you as to how your life played out in accordance with the letter. Hey it's worth a shot!



If I was writing a letter to my younger self it would be a Life Map. What's a Life Map you ask? A Life Map would offer hope, a guiding path, and positive reinforcement. It would be much like a road map saying turn here or turn there or watch out for this. It would have time frames and tips on what I should have changed. It would be the same as raising myself up by the hand so he had the fastest route possible for success. If you had a letter like that would it be helpful?

Most think a letter guiding us would be the best thing going, but something inside me tells me they're wrong. Why would I say such a thing? I say that because most of us have learned as much from our negative experiences as from the positive experiences. Without going through a divorce you can't imagine what it is like. Without losing your job you won't understand what to do for the next one to make it more secure. Without having some issue with the law you may not understand the importance of following the rules. For many of us those negative times have made us stronger. As much as they were hard to bear they made us stronger and that strength took us on to success.

If I were to guide a younger me I would want them to make their own decisions and have their own pains. That way he will grow and understand who he is and what is important to him. I remember when I was married to my first wife a couple years before our divorce we had bought a house. We were going through a tough time and all that mattered to me was the house. I had worked very hard to get the house and home ownership was a big dream. When the divorce happened it felt as though I had lost everything, it was a really rough time.

Today my life is totally different, I could care less about a house in fact I had another one after and we sold it as it didn't fit our lifestyle. I am remarried to a wonderful woman and have a life I couldn't even imagine twenty years ago. Much of my successes came from serious thinking through that tough time and going back to my passions such as art. So when I write my letter to that younger me it will offer advice but it will leave enough room for personal decision and reflection. I will allow my younger self to fail and dig themselves out of the hole in order to make them stronger. Here is what my letter might look like if I wrote one to myself.

Dear Bruce

You are only ten years old and are already showing promise as a young man. You are comfortable on your own, comfortable with the basics of life, and have a happy disposition. I remember being the same way when I was a young child like yourself. I am forty four years older than you at the time of writing this letter and hope you will find it helpful as you get older in life.

Lets talk about your art, like me you love to draw cartoons. That passion for art will be part of your life for years to come even the times when you are not drawing. It will always be of interest but you will let it go here and there as you get interested in other things. You may go years without even thinking about art but the passion is still there. If I could offer you one piece of advice in this area keep drawing everyday. The only regret is that I didn't keep drawing for many years and that may have opened other opportunities earlier in life.

You may not realize this at the young age that you are, but you are a creative person. The drawing that you will start doing over the next year of life is just the beginning.

You will gain a passion for music with a special focus on the drums. You will probably let this go over the next few years but enjoy your time being a drummer with your friends. It may not work out forever but will instill a love of music that will last a life time, enjoy it.



Being a creative is going to cause you issues in school. You will possibly have low grades and may even drop out of school later on. I hope you don't and if I can offer another piece of advice, try harder in school. Those classes such as typing and computers that seem like a waste of time will come to be an important part of your life. Take them seriously! That English course you hate and the math class that you feel you could miss to hang with your friends will be a mistake. You have no idea how much these subjects play a factor in life later on. After all you may become a business coach and writer later on so these topics will play a big part in your life. Try to do better in school but I know you won't.

You may struggle in school in fact I know you will but I want you to know that this isn't because you're stupid. You have a habit of following your passions and at this point school isn't important to you, but it should be. If I could offer another piece of advice in this area is stop trying so hard to fit in. Fitting in now won't matter later in life. You won't even see most of these people after you leave school so don't feel they will play a big part in your later life. What they will do is get you in some trouble, but will also offer you some incredible memories that will last a lifetime.

Unfortunately you will have an issue with negative self talk. You will be popular in school and you will continue to hang with the cool crowd. You may not be the "ladies' man" you hope to be but you will have solid partners through life that will make you happy. Don't worry so much about what people think, it won't matter later on. You are a good person and that is what matters.

You are going to love turning sixteen, it is so awesome!

You start doing what is called driving and this will be a big part of your life. It will offer you freedom, status, and give you a reason to have a strong work ethic. This passion will seem like it just came to life, but it has been brewing for years since those days when you used to play in Dad's car parked in the garage. This freedom which is cool now will also get you in trouble with school as you are going to spend too much time driving around when you should be in class. The cool thing is that you have no idea how this will play out in the future, but you will be driving some pretty cool machines.

I want you to pay close attention here as you turn seventeen. Life has been fun up to now, but this is going to be a tough year and that's okay. It's all part of growing up. You will make some big decisions and not everyone will be excited. You are going to want to leave school, but I am going to ask you to really think about this. This was a big regret in my life and I didn't see it until my later years. Not only is education important to life in general, but it is also one of the factors of negative self talk. You may feel as though you aren't good enough and that struggle continues through life. Life will turn out alright but this will be a big thorn for a long time.

You're going to love the trucks. The freedom of the open road, cool chrome, and seeing the country are all amazing. That passion for driving and the hard work ethic that Grandpa gave us will help you during your career. You are really going to enjoy this part of your life.

On a personal note you are going to be married, have kids, be involved in hockey, skating, and all the other things that come with family life. That passion for driving always stays at the forefront however and hopefully will make you work harder in life on the family side.

You will experience downfalls like divorce and job loss over the years. They may feel terrible at the time, but you will learn in life each bad situation offers you the chance to make life better and you will.

Although the divorce I went through was brutal it launched a life that is amazing. This is where you will find your stride. You will become an education junkie and this really helps you understand the importance of learning. You will meet a wonderful person that supports you and helps you launch the second part of life with excitement.

I've got to tell you that it is pretty cool to spend winters in the Caribbean and start your own business. You even take up the game of golf, go figure! The cool thing about getting older is that you learn about yourself. Life has a way of throwing you enough crap that you learn what you do like and what you don't like. Your art will come back to play in your life and you will realize how much those passions you started will help you have a life of wonder and joy.

Well I have to get back to living my life. I just wanted to write you this letter to let you know you are loved and a good person. Follow those values that are important to you even though they may not be popular with others. You'll do fine but it may get a little bumpy along the way. I wish you luck my friend, you'll need it!

End of letter

There you have it, my letter to my younger self. Hopefully the kid will listen but he probably won't!

You may or may not have noticed but there is a key point in that letter. The education issue started a lot of the self talk issues that I have had to deal with in life. The problem with life is you won't even see it coming.

Action Step

Write a letter to your younger self with lessons you have learned to now. This is a great way of letting go of issues that may still be bothering you from the past.



You're Not Done Yet!

Focus Your Life With Values

In 2007 I had begun to switch from fine art to cartooning and had this drive to create a comic book. I was trying to figure out what to write about and had just finished my trucking career as a fleet supervisor so I was all in on my art business. I wanted the hero to be a truck driver who would help people as he went about his travels. He had to have a reason that he was so passionate about helping others and I decided I wanted to have a positive message for kids about the trucking industry.

The comic book series developed was the P.R.I.D.E Junkie which offers life lessons throughout the story line. The P.R.I.D.E is an acronym for PASSION, RESPECT, INTEGRITY, DIGNITY, and EXCELLENCE. When I look back over my career those values were what made me the most successful and I have to say most of them I learned on the job driving trucks.

Some say that having PASSION doesn't determine if someone is successful in a business or career. It may not be the sole determining factor but without it most won't last long in their chosen profession. Every project I have taken on whether a monetary success or not was because I was passionate about it and determined to see it through. It took me six months to write, illustrate, and publish the Pride Junkie comic and if you don't have passion for something like that you won't make



it. I produced two more issues in the series before moving onto something else. You need passion in your work.

I used to hate watching guys at the truck stops hit on the waitresses. These girls are tired working long hours serving tables and don't need someone flirting with them. Many times I put myself in the shoes of others when I see someone being disrespected. When you are undereducated you often feel as though others are looking down on you. It took me a long time to get over that and being in business was helpful in making me see we are all on a level playing field. Titles mean nothing to me anymore and when I look at people they earn my RESPECT by how they treat me and others.

I would have to say INTEGRITY is possibly the most important trait that I have learned in life that not only has gained me the most respect from others but has affected everything from prior careers to our business. I get teased by many of my colleagues for being early and going the extra mile. If I have to be anywhere for a meeting between 8am and 10am then I am usually there at 6am. I hate traffic and hate being late. In trucking being there when you say you will puts you above the rest and gives you better loads which make you more money. As an entrepreneur that can be the difference as to whether people work with you or not. My goal is to be on time every time and give 110% when working on a project.

Trucking taught me a lot about DIGNITY and I now have a passion for helping others and believe everyone is at level playing field. Whether living in the street or the richest person on earth. We are all human and should be treated as such. I believe people need to help themselves first before they can expect others to help them but everyone deserves a second chance. Those that come into money late in life or had money their whole life often have a hard time seeing those without money as the same as them, but we are all the same.

The last value I learned was EXCELLENCE and although over the years I have changed it to Effort it still means the same. Do the best you can no matter what the task. To this day many of the colleagues I work with will tell me that they know if they give me a project I will do it to the best of my abilities and always give 150%. If you take on the right projects for your temperament it will give you the stamina to do your best. I tell my kids I don't care what you do for a living but do it to the best of your ability no matter how little the job. Many times artist will remove their older work as they grow better in their careers. I believe that if you did your best work at the time then you should be proud of it.

These values are mine and what got me through life to date and I am sure will take me into the future. If you look back at your own life you may see different values that got you to where you are and have made you successful in your own way. If those values show up time after time they may be the determining factor for your success and something you want focus on for the future. They may change your life.

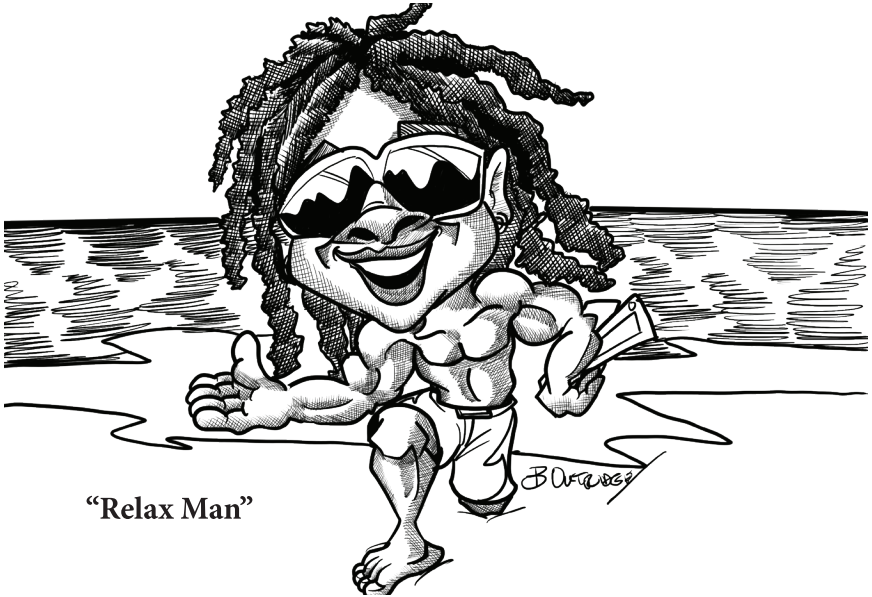
Action Step

Write down five values that are important to you that have helped you be the person you are today.



Lessons Learned While in the Caribbean

I have travelled many places in the world from trucking 2500 miles a week across North America to Europe and the Caribbean. My Mother worked for the airline for her career and so many vacations as a kid were spent travelling to the Caribbean one of her favourite places. I have to say the island of Barbados has become an annual destination for my Wife and I as we try to escape from the bitter cold and snow of Winter. We now spend months on the island and have become what I call "local tourists." We have been going to the island for so long and for so many years that we don't consider ourselves tourists, but we aren't locals. Some come to the island and see the beautiful beaches and nothing else. Others come and see the garbage left behind and poor conditions of the roads and nothing else. Others see the party life and drink as much rum as they can. We have been going so long that we see much more on this island and the Caribbean offer some good lessons that we all should remember.



"Relax Man"

In North America life is go go go! Go to work, get the kids, go shopping, get a workout in, go to meetings, life is fast. Because our life is always going at the speed of sound our lives have been expected to meet that demand. We order in a restaurant and expect our meal within 15 minutes. We call people and expect an answer right away. The biggest lesson I have learned on the island is patience. Island life is much slower than in North America and it can take a while for you to adjust and accept it. The saying is, "No one moves fast in the Caribbean." Often we judge their service by our standards and expect them to jump but if we look at the money they make and other factors in the life of a Caribbean lifestyle we begin to understand that the motivation may not be there. Of course not everyone is like that on the island but it is an adjustment that many from overseas struggle to understand.

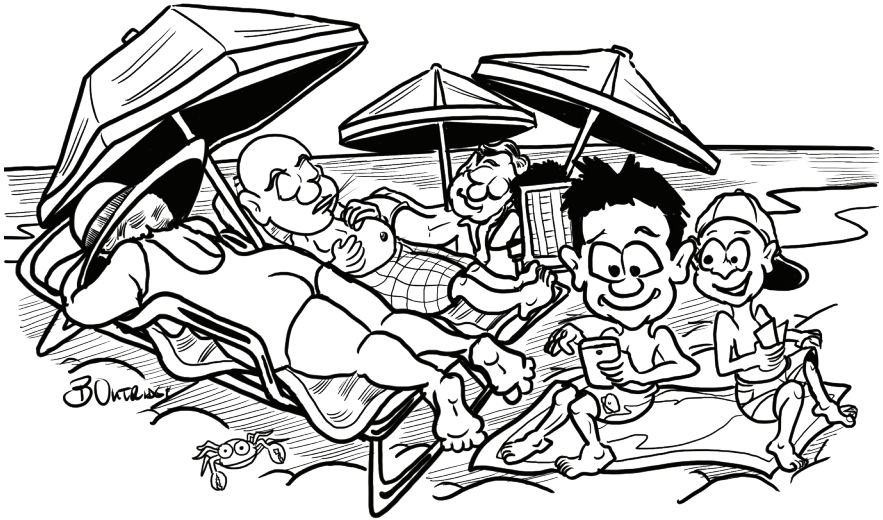
I have to work on my patience every time I go to the islands because life is so fast paced at home. I get a little better each year and it has also helped in my projects at home. I used to think of a project and then get right into it. Now I have learned to think about a project and let it rest for a while. That has helped in making my projects stronger when they are developed and much of that is due to learning to be patient.

Courtesy and respect are things we don't see very often in North America anymore. Everyone is in a hurry and their lives seem to be more important than the person next to them but in the Caribbean people will stop their cars on the island to let someone cross the street. You can't sit on a table, and people say hello even if they don't know you. On the bus kids will offer a seat to an older person and in all my years I have never seen someone try scam a driver on the island. The island isn't perfect by any means but there is a lot of respect on the island.

Judging others is something we are always told not to do. You know the old saying, "Don't judge a book by its cover." It's true on an island where everyone is in flip flops and t-shirts it can be hard to tell who has money and who doesn't. Often I will be sitting chatting with someone and they will ask me, "Do you know who that is?" I look over to see someone who looks tired from life and needs help to pour their drink. I learn that person is the top dignitary on the island or some famous person in the community.

I think the most important lesson I have learned from the Caribbean is to relax and enjoy life. So often we are in a hurry to succeed that we miss parts of the journey that are the reason we are working so hard.

There is nothing like sitting on a beach chair under an umbrella on one of the most beautiful beaches in the world with nothing to do but watch people go by and swim in the ocean when you're hot. I believe if I asked most people they would say that is their vision of success. Similar to work hard and then retire.



“Hey what’s the area code for China?”

I don't believe this is what people are meant to do with their lives. We need purpose to get up each day, we need to add value to our lives or life is nothing. We want to enjoy life. Years ago my Wife and I decided that we wanted to spend winters in the Caribbean. It started by accident really when I was going through a divorce and my former wife and I switched having the kids each Christmas. I started going away at that time just to fight the feeling of loneliness around the Holidays and as the kids got older we continued going away.

We work hard at home and have been consistently working towards our goal of three months away each year.

If we were like many we would work until retirement and hoped we had saved enough to give us the lifestyle we hoped to have. I have had good friends over the years pass away long before their time and have watched people not make it to their dreams. This is why we decided to create a lifestyle business for ourselves instead of a traditional brick and mortar business. For the last ten years we have been coming to the Caribbean starting at two weeks and have consistently added time and are now at two months.

It's made us focus on what's really important. When you're sitting under an umbrella with your bathing suit and a chair looking out over a beautiful ocean you begin to realize what's important.

That new car is sitting at home under a heap of snow. No sense having new furniture at home, you're not there anyway. With technology we can work from anywhere in the world to a point so why be in the cold. Our conversations on the beach have changed the



“Practice makes perfect”

goals as our goals are now to stay there longer. I tell people I am practicing retirement and will be really good at it when I get there, but to be honest I don't plan on retiring.

I see too many people that are bored in their retirement years and are doing things just to survive. Wherever you are in life enjoy what you do. Don't wait until you are older to start living life. You might be too old or too sick and then not able to do the things you want to do. If a vacation is what you need start taking them, I see people who go years without time off. Start now, it doesn't have to be for months at a time, it doesn't have to be expensive, maybe it is a drive to the next town over in a hotel room. Just start somewhere and begin to build on that dream. You will be surprised how fast your lifestyle will meet those dreams and focus your life.

Live your life while you have the mobility and health to do it. I figure when I get to that point where I can't travel anymore I will have the technology to transport myself into my photos and enjoy my memories. Beam me up Scotty! Remember that song from Garth Brooks "If Tomorrow Never Comes" because it is very true. I've seen it.

Action Step

Write down a goal that you would like to do that you haven't done yet. Name one lesson you have learned from an experience from your past.



Live Like You Are Dying

If you are a country music fan you most likely will remember the song “Live Like You Are Dying” by Tim McGraw. The song talks about two people having a conversation about the news that one is dying. The dying man is asked how he handled receiving that information and the decisions he made knowing he only had a certain amount of time left. The reply from the recipient of the news is that once you know you only have so much time left you start living without caring about tomorrow. Live for today! In the song the man would go sky-diving, ride a bull for 8 seconds, and treat people better.

Why am I bringing this up? Don't worry I'm not dying, at least I don't think so. You have to start living now. For so long we have had this mindset of work hard until 65 and then retire and enjoy the fruits of your labour. Unfortunately that only works for some, many people don't make it to that age dying before they get to enjoy life.

Some believe they will travel or enjoy life once they have all day to do nothing. From what I have seen both parties have it wrong.

Many young people today have life / balance mind-set a little better. They are fusing life and work together and enjoying it while they can. They travel and see the world, get involved in social causes, and enjoy life while young enough to do so. You do need to work hard and building a career is something all of us should be doing, but it is also about putting our lives in the proper order.



“And they said live like you are dying, but they’re not the one stuck up here in this tree!”

If you are lucky enough to enjoy the work you do then you are way ahead of the game. These days making money at something you enjoy is easier than ever. Stop chasing the “GET RICH” idea and find a way to make money doing something you enjoy. Start putting together that bucket list and begin to knock items off or at least start working towards them while you’re healthy.

If you want to do something when you retire then start doing it now. Many folks think they will start travelling when they’re older but then struggle to walk up the stairs of a European city or have the health to do things when they do have the time.

I can tell you if you are not used to working out when you're younger trying to get into the gym at the age of 65 probably won't work.

I have learned a lot from the Caribbean. People who want to travel have started to do it when they were younger and working. They had their health and have enjoyed their time. Our friends that we see every year have been going to the islands for years and for some they can't travel anymore but they still have their memories and can say they lived life. Too many friends of mine have gone way before their time so if I can inspire you to live your life I would say this, "Live Like You Are Dying!" It may actually help you live longer, fancy that!



Action Step

Write down one or two things you would like to do in life if money, time, and health were not an issue.



You're Not Done Yet!

Don't Believe What They Tell You!

I have been told “NO” so many times in life that I actually use it as a challenge point to prove that people are wrong. I was pumping gas at the age of sixteen, hated school, had little education, and enjoyed hanging out with my friends so much that the future didn't look bright. I liked to draw but was told that wasn't a viable career option and had decided I wanted to drop out of high school because I felt there was nothing for me. Back in the 70's having a job was important to many people. I had a part time job but when I told my parents I was leaving school they were not impressed. My parents were both hard working people and having someone lay around on the couch all day was not in the cards.

I still remember that day I decided to drop out of school. I had missed school 37 times that year and was fixing my car in our garage with some friends and dreading the thought of even having to go to school the next day. I went to school everyday I just didn't go to class. At sixteen they couldn't force you to go to school, but they didn't have to let you live at home either.

Tomorrow was going to be it, the day I tell them I am leaving.

Dad and I sat down at the table and I blurt out, "I want to drop out of school." Silence!

"I want to drop out of school, I hate going there, I don't like the teachers, and I don't feel there is anything there for me."

Dad replied, "You need an education and you certainly won't be sitting around the house while we go to work!"



Mum worked at the airline and thought I would make a good baggage handler as I was a big guy. She replied, "You can't even get into the airline without Grade 12 so finish your school, you only have a year and half to go."

Going back to school for another year and half sounded like a nightmare to me. "I've made up my mind!"

"Fine here are the rules. You will go out of the house by 9:00am everyday to look for a job and will not be allowed back in until 5:00pm," said Dad.

“I don't care if you sit in a coffee shop all day you won't be allowed in the house. Furthermore you will be expected to pay rent for your room at \$25 per week beginning Monday.”

The first couple weeks I wandered around looking for a full time job and tried to pick up extra shifts at the gas station where I was working. I got a job selling encyclopedias door to door but decided after the interview it wasn't for me and never went back for the first shift. Then I applied for a job at a moving company carrying furniture off the truck. It started out as weekend work and then became a full time gig. I remember telling a friend at the gas station that I had just got a job at moving company and was thinking of going to get my truck licence. His reply was, “Bruce I tried that trucking thing and it didn't work for me. I was in it for two years and didn't make any money, find something else.” My problem was I didn't have anything else and actually enjoyed the job. I was being paid more than the gas station and was making money.



“He has a unique way of picking people up!”

This was now the second person to tell me “NO” in my career aspirations. The first were my teachers that said I couldn't make it in the arts and that I should get a real job. The second is my friend who is now telling me that I shouldn't get into a career I am enjoying because it didn't work for him. Who do you listen too?

You're Not Done Yet!

I spent 25 years driving trucks which most people believe to be a dead-end job with long hours and no future. If I had listened to that friend of mine I might still be pumping gas. I didn't look at the money, I looked at the freedom of the job, I looked at the different places I got to see, and I enjoyed meeting different people. In fact I furnished my first apartment by buying furniture from customers. If an item wouldn't fit into the new place I bought the piece usually for next to nothing. Try doing that at the bank. I learned a lot like how to deal with people, customer service, and a host of other skills that I still use to this day. Most people pay big money for that type of training and the company paid me.



When people are telling you “NO” it's because they are focusing their response from a viewpoint they believe or experiences they have had. Those may not be your experiences or viewpoints! Now let me be perfectly clear here, I am certainly not saying you shouldn't get a good education or you shouldn't try to get a job that makes you good money.

Additionally there is a lot you will learn from being on the job and those experiences will play a big part in your future. Don't be afraid of getting started.

The word "NO" has crept up again many times in my life and will in yours as well. I reached a point in my career where I wanted to get out of the truck. Trucking is long hours and I always envied what I thought were executives that had time to take their kids to school and have dinner with their families. When I began to research how I might get into management from driving a truck I was told I didn't have the qualifications by so many people due to my lack of formal education. By this time I am thirty six years of age, divorced with two kids, and living in a shared rooming house. I was encouraged by a counselor I was seeing to go back to school and finish my education, so I did.

That was the best decision of my life for a couple reasons. One I had a focus of where I wanted to go in my life and second I had the freedom to choose courses that I was interested in. In order to complete my high school education I needed four courses. I took more than four courses and because they were for credits the cost was very low. I went to continuing education for adults and the requirement was that I attend six hours per week. Since I was trucking that was hard to do but I made a deal with the teacher that I wouldn't fall behind and completed my courses on time getting good marks.

What I didn't realize is how much this step of completing my education would define my career as a creative entrepreneur. The courses I took included topics I would never have taken when I was younger such as creative writing, entrepreneurship, photography, web design, and business English. The projects included skills I could use everyday and skills I still use to this day.

I wasn't planning on taking those courses or looking to become a creative entrepreneur, but because I was able to use my artistic skills, business, and other creative talents they started to develop on their own. I was enthusiastic at school and that helped me excel at my work allowing me to learn new talents. I even won the Presidential Award which had a cash prize and recognizes an individual that helps others in school for ambition. Go figure!

I went back to school for me, but other opportunities came up that I didn't see. That management position that I wanted came up and I got the job. Not because of the formal education diploma but the skills I had learned going back to school directly related to the job.

What I didn't know was that I was building a network and skills that would propel my future business as a creative entrepreneur. I am a firm believer in listening to your own voice first and only listening to constructive criticism from those you trust. If a person has never built the type of business you want or has worked in the career of your choosing then don't listen to them. For every person that says you cannot do something find someone who has done it and believe you can.

We often get told that we are too young or too old to start a business or career. No one starts out of the gate and goes right to success. You need experience or opportunities and those don't come along everyday. I have interviewed people from all walks of life on my podcasts and I have learned to just get started wherever you are. I have heard of people in their sixties and seventies going back to school to learn a new skill. I have also met young people like Marina a young artist that has amazing talent at the age of fourteen and is already beginning her business with illustration commissions due to her love of art.

Two students from college started UnivJobs. Charles and Khalil started a technology company while in school to help young students find jobs. This online job bank separates jobs for students so that when applying for work they aren't competing against experienced applicants that are in the job market.

Then there are the ambitious young duo who created OVT Guitars. Jon and Carson were challenged with a high school project to come up with a business. With a love of music the two came up with such a good plan for a custom guitar business that it got recognized by their local business association and was awarded \$500 to help fund the business. They began to make custom guitars for their friends and successfully began a business with eyes to selling overseas. You are never too young to start, just answer the call of opportunity and give it your best effort.



“\$500! I just wanted an A.”

On the other end is actor Jeffrey Wayne Ford who was also a guest on my podcast and has been driving a truck his whole life but has a love of acting. I was amazed that this person with a beautiful southern drawl would have time to answer acting auditions while driving across the country transporting machinery and cars. That dedication to his craft has led him to act in some big movies like *The Walking Dead*, *The Inspectors*, *Nascar*, and his leading role in *The Last Dime*. Jeffrey continues to act and drive trucks as a profession and won an award in 2019 for his leading role. It is never too late to start.

This is why you shouldn't listen to what other people tell you unless you have searched out their advice and trust the person giving it. Many of us have a notion that you leave school in your twenties, get a career, and stay in that career forever. Many of the entrepreneurs



“Wait til’ they see me play a truck driver.”

I know have evolved over time and some don't even do the same career that they started. It is not unusual in this day and age for people to have multiple careers that build on skills they learned earlier on. That is why I am passionate about telling people to just get started, you never know what you will learn, who you will meet, or what opportunity will come about. Just get started!

Action Step

Write down one thing you were told in childhood that you have found to be different to what you've experienced in your life.



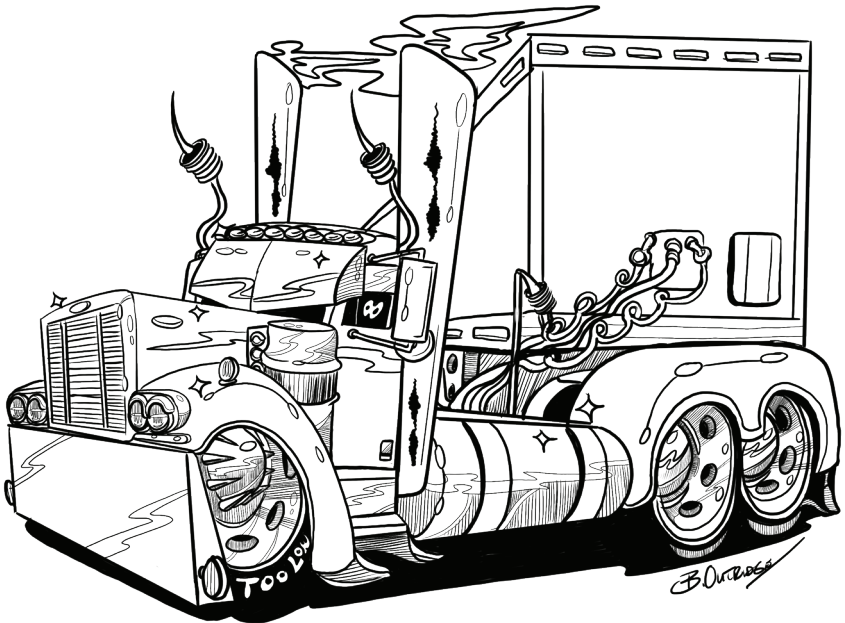
You're Not Done Yet!

It's Okay to Do More Than One Thing

There was a time when the school of thought was to go to school and get a good job. Once you had that job you were expected to work there for 30 years and then retire to start enjoying the fruits of your labour. That is old school thinking and anyone telling you to work at a job for decades either is old, retired, or doesn't have a grip on the reality of today's world. Most people can expect to change career paths every ten years or so depending on their determination and career goals. People that believe they will just stay at a job for 30 years and retire without growing are in for a rude awakening.

Five years in a job is a long time in the present day as companies buy out one another and technology intertwines in our lives. Keeping yourself viable to the job market means you have to keep yourself educated and up to date. By doing so you may find you have new talents and ideas that take you down different roads.

This happened to me so I can tell you the secret is to keep learning. Remember I was the high school dropout who didn't even have my high school diploma but was earning over \$60,000 a year when my interest of getting into management started hounding me. I remember having talks on the phone with sales people at our company about possibly becoming a salesperson. I asked our human resources team what courses I should take to get out of the truck. I always had this feeling that there was more to do after my days of driving a truck. I was even offered jobs at the company but they all required a degree and that meant back to school for a number of years. At the time I had just gone through a divorce so life was a constant state of flux and emotions.



“And they think truck drivers are stupid!”

My counselor that I was seeing for my divorce suggested I start with just getting that high school diploma. That was the best thing I ever did. Not only was I able to take courses that I found interesting but was able to take as many courses as I liked on a flexible schedule. Those courses defined my outcome for the future. The cool thing is it got me to a goal I was hoping for without knowing it.

You see because I took those courses it put me ahead of other team members at work due to the skills I was learning. Right at the time when I finished my diploma our management changed and myself and another driver were in a workplace race for a supervisor position. He had over 40 years of experience and was a favourite for all of us including me. That's right I put my support behind that person as well. The company however didn't want to choose him for a couple of reasons. One reason he was close to retirement and the other reason was he wasn't good with technology. That my friends was the zinger! I had gone back to school so I had improved my technology skills and our company at the time was in the midst of going from paper to computers for things like expense reports and other daily tasks. So we have a candidate that is closer to the end of his career with no technology skills and another candidate that is the youngest on the team with improved computer skills. I didn't expect to win the race but I did. Now of course going into management isn't just about age and technology but those were certainly determining factors in the decision.

Those courses were fundamental in starting the creative journey I am on today. I took the business courses which are important but I also took courses of interest such as web design, photography, entrepreneurship, and creative writing. Today my business consists of all of those skills and I use them everyday.

I write articles for clients and publications, I offer web design for clients, and work with video and photography on a daily basis. Never stop learning even if they don't align with your career goals.

When I used to go through performance appraisals with my employer I would ask every year to go to a training seminar and hopefully the company would pay for it. Those courses were to help me in my job but you can never learn too much. I had a former boss tell me, "The one thing no one can take away from you in life is knowledge." He was so right you can lose your money, lose your possessions, lose your home, but they can't take your knowledge. I am sure you have heard the saying, "Knowledge is power!" Learn all you can! Those courses they sent me on are part of my consulting programs and have helped support my podcast in the transport industry.



“Don’t you want me to be the best employee ever?”

Due to my love of learning our business today is intertwined with many things. I have an art business that has three main services in caricature illustration, video production, and graphic recording. We still do some web design work but have been phasing some of that out over the years but it will never stop as we have seven websites just for our own business. My consulting business focuses on inspiration, communication, content creation and the podcasts and television show are the main brands within that business. My wife handles all the administration for the business plus her translation work. All of those services have come from the things I have learned in those part time courses and past work seminars. Yes I am still learning.

Old school thinking would say, “Bruce you have to pick one path and stick with it!” There is a certain degree of truth about that so you can focus on one business at a time. That I agree with to a point. Starting out like that is a good way to operate as money and marketing are resources that can drain a business in a hurry. What I found when starting out is that by taking on different types of work mainly to pay the bills helped me decide what I liked to do over time and are now part of our brands. Those projects also helped develop skills that I at least have the knowledge of the process even if not doing the project directly myself.

Now I will say that it hasn't been easy to build a business with so many different brands and services. People don't know what you do sometimes and I have got backlash from people that don't understand entrepreneurship and creative pursuits. Years ago I had a trucking client that hired me to help create content for their social media platforms. I remember writing an article on truck driving for the client and getting a comment back from a truck driver on their team.

The person must have looked me up and his comment was, “What does this guy know about truck driving he is a caricature artist?” After driving for 25 years and leading a team of truck drivers for several years I think I know a thing or two about truck driving. It’s too bad the person didn’t know me anymore than what he read online. The client quickly removed the comment but it was an eye opener in that people only understand what happens in their world. Old style thinking would say you can’t do more than one thing, to me that’s a crock!

There is also a saying, “If you’re a jack of all trades you’ll never be a master of none!” Again this may be true but I believe it is horse crap! Sure I wouldn’t want a part time surgeon doing heart surgery on me. That is the argument I get all the time when discussing doing many things in life. For those that think that way in business may be leaving thousands of dollars on the table. Most things where people have more than one talent (yes even hammering nails is a talent-try it) are not life and death situations. A person won’t go to hospital if their website isn’t perfect. Your house won’t fall down if the course you created is completely out of this world. These things can be tweaked and reworked and while it may cost you some money it isn’t life or death. While you’re learning those skills you are also gaining an understanding of the skill even if you hire someone to do it. I remember creating a website for a friend of mine when starting her business. We created the logo, designed her website, and got her up and running. Over the years she met other designers and got someone from a big production company to revise her website. This was coded with fancy animation and cool graphics, very impressive. There was one problem, she had to change her phone number and didn’t know how to change it. I may not have been able to code like this big production company did, but I was able to change her phone number.

You don't have to be the best, you have to be better than most, and that is enough to get you business.

I remember my introduction to drummer Rich Redmond. Rich was introduced to me by a friend of mine that I met through the International Society of Caricature Artists (ISCA) named Kelly. Kelly is a caricature artist but also a high level drummer. Kelly was taking a course with a drummer that knew Rich and somehow connected. I remember the night he called me like it was yesterday. I was at an event and got home to find a message from Kelly saying to call him right away. I thought something had happened and before I finished reading his emails he had called back. He said, "You have to have this guy Rich Redmond on your show, he is amazing! I'll connect you." Within two days I was on the phone with Rich doing the interview for the podcast.



Kelly Gannon

Rich Redmond is the drummer for Jason Aldean and if you are a country music fan you know that name. He has been in the music business his whole life and has played with the likes of Garth Brooks, and other top names in the field. When I was investigating Rich for the podcast I was dizzy. You think I do a lot this guy makes me look like I am standing still. He is a published author, professional speaker, podcast host, music producer, musician, coach, and conducts drum workshops and much more.

Rich has been touring with Jason Aldean for over 20 years and works with up and coming bands to get them started. Try doing all that while traveling on a tour bus. Rich is of the mindset that it is okay to do different things and while not everything will work out you will succeed at some. What makes people like Rich successful is that he doesn't worry about the success at the end, he just puts out his best effort at the time. He has a saying, "No matter how small the crowd, play every gig like you're playing with Garth Brooks!"

I have found the same thing to be true. My mantra is, "Just get started!" I have been saying that for years and still believe it with all my heart. Don't worry if you will be a millionaire at the end just get started on the path. You will learn new skills, come up with new ideas, and find new talents. You have to start somewhere, just give it your best. When I look back at my work from a decade ago I don't feel sad or embarrassed. At the time that work was done to the best of my abilities and I am proud of it. My work of course is much better now and I am proud of that as well. Just put in your best effort!



Rich Redmond

Many artists want to hide their older work. There is a saying in the industry, "You're only as good as your last painting." While that may be true that is really only important if you are not improving. If you are constantly improving then people will understand that was at a certain time and won't judge you for it. I still have old work out there so don't worry about it, just keep moving.

Old style thinking is still out there and always will be. Even to this day I get asked at events if drawing caricatures is my full time job. To be honest I never know what to tell them. In our business whatever gets into the calendar first is what I am doing that day. I often have days where I am on a video shoot in the morning and drawing at an event in the evening. A normal day for me is writing in the morning, podcasting in the afternoon, and drawing at night. You tell me which one is full time I can't tell. All I can say is that it is okay to do more than one thing in life, your career, or a business. In my opinion it makes you a better person with an opportunity mindset. Have you ever spoke with someone who only does one job and has only experienced certain things? They have a very small vision of the world and it makes for a frustrating conversation. Get out there and live life, experience opportunities, and don't worry about the end goal. I can guarantee you if you put in 100% effort into the task at the time and keep an open mind you will come out ahead even if the project is a flop. You will still have gained knowledge that you can use somewhere else and you will be successful. Keep learning and growing, the world is yours to learn from.

Action Step

Write down something you like to do, something you are good at, and something you would like to learn.



Merging Your Talents and Skills

If you asked most people if the life they have today is the one they planned out at the age of 20 you will get many that will say “NO”. Assuming they are over 40 many would tell you they had no idea they would be working in the field they are in today. Back in the 60’s and 70’s people worked at a job for thirty years and then retired. They may have moved up the ladder and became a supervisor or manager but basically they stayed in their chosen field. This is due to the fact that jobs required people and each person had his or her own tasks. Over the years technology began to intertwine into companies and either removed certain tasks or made them easier. This caused corporations to start combining jobs or retraining people to do new positions. This was a benefit for many people as it caused employees to learn new skills or unleash talents they hadn’t used for many years.

My wife and I use to work for the same corporation. I was part of the truck fleet and she was in customer service. Both of our jobs entailed so many different tasks and the company workflow affected so many people that it was important to know other people's jobs and what was involved. For instance we worked closely with customer service when it came to deliveries, orders and receiving goods. Even though I didn't enter any orders or talk to the buyer I had to have an understanding of what information was required on the order, where it went into manufacturing, when shipping would receive it, and when we could deliver it. The customer service team also had to know the process for our deliveries so they understood what to tell the customer when they were ordering their products. In order to understand that process I had to take the training offered by the company which gave me some new insights I didn't have before.

Often people are asked to take training or try different jobs and they turn it down. They may not have the interest or want to go outside of their comfort zone. I believe you should say yes to every opportunity possible because if nothing else it will give you new skills and increase your network whether you use the skill again or not. I have said before, "Knowledge is power!" Often that knowledge comes from opportunity.



"He just wants the degree!"

I remember when I started my art business back in 2006. Things went slow right after Christmas and in early 2007 income was pretty lean. I was teaching courses on art at the local art association to bring in some income and trying to get customers for illustration work. Things were moving toward digital illustration and I didn't have that technology or know how to work it. That same school that I had returned to three years earlier to finish my high school diploma had me return and now I was taking any digital course I could find. I took photography so I could learn Photoshop. I took an illustration course at Sheridan so I could get the digital programs at the student pricing. I took web design so I could update my website and took PowerPoint and computer technology just to try and learn new skills for my business. I was able to pay one price and take as many courses as I wanted. I would be at school four hours per day learning new skills as fast as I could.

While I was at school I got to know many of the staff and told them about the business I just started. They were very supportive and even gave me a few illustration projects allowing for new clients. At the same time I



was approached by a marketing company that I used to buy shirts and hats from back at the trucking company. He knew I had started a business and was looking for a salesperson selling promotional products. He said I could sell them within my business and would get a commission on each piece sold.

Since one of my services in my art business was logo design my thinking was if someone wanted me to design their logo I could now offer them products for their business as well. I have always tried to make my services lead from one service to another for customers. It can be a nightmare working with multiple designers at the same time as we all have a different design outlook. This way I could design the logo, create the website, design the business card, and sell them promotional gifts for their clients. Many clients worked with me because I was that one-stop shop.

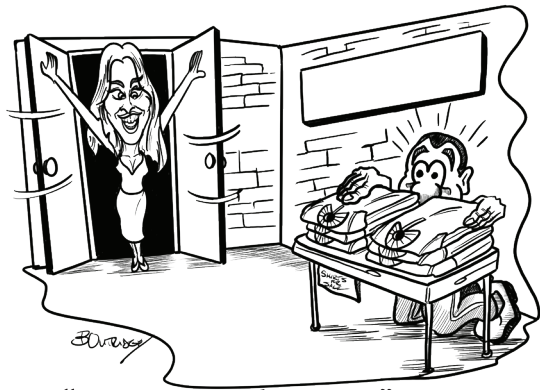
In speaking with staff at the school it was mentioned they would like to have shirts so people knew who was a teacher and who wasn't since the classes were geared to adult education. I was able to help refresh their logo and then once a month I would set up a table in the hallway of the school with different shirt samples and take orders from the staff. I did this for a couple of years and I would deliver the shirts to the school and do it all again. I didn't make big money doing this but it did help me deal with customers and get my name out there. What I didn't know is that it was my introduction to public speaking.

Standing in a hallway with a table isn't the way that most people end up on stage, but like I said I am always willing to listen to opportunity. The school was only for adults wanting to take extra courses or students that are going back to school to finish a diploma so it wasn't full. Other groups would use the school to facilitate their programming. One day I was setting up my monthly table display and a lady from another program that was holding their course at the school came busting out of the door. She came to me and said, "Have you seen the army?" Now if I see the army anywhere I can tell you I won't be hanging around behind a table.

She said, “A person from the army recruitment team was supposed to give a talk to her class about careers but was really late and the class was almost over. Would you be willing to talk to our group about what you do?” My reply, “Okay!” The problem was I was early in by business and wasn’t sure what I did, I was taking any opportunity available and I took this one as well.

The group was made up of students that were trying to build a career or get back

into the job market. I talked about my days trucking and starting my art business. The only speaking I had done to that point was in front of art students in my class. Due to my story from truck to the arts they found it intriguing and had me return every month for two years to talk to different students. Even when they moved to a new location I would drive to Milton Ontario until they lost their funding and stopped the program.



“Anyone seen the army?”

Although the program ended it sparked a nerve in me to learn more about the speaking business. I loved to help people and those students many of them were like me back in school where they didn’t really fit in and didn’t like many of the programs offered in school. They weren’t stupid, they were lost. I had a strong passion to help them succeed. I began looking for other opportunities to speak and it even helped me develop my comic book series called *The Pride Junkie* in 2008.

Once I created that series more speaking and teaching opportunities came available and my name started to get out there. Everything was coming together even though I didn't really have a plan, just a lot of hustle.

In 2009 I was hooked on speaking and had opened up another business call Outridge Consulting Services. That business was started to use my expertise from the trucking industry to train new drivers. I began looking at recruiting events in the industry and started working with the trucking schools as a part time teacher.

Over time the training business has evolved and I still teach part time if needed. I have always had a passion for helping people be the best they can be, but I never went full time into safety training as I felt it would get boring over time. It did help me learn the importance of intellectual property and has helped me develop my own material which is how I began my podcasts.



I wanted to talk about what I wanted and not some boring curriculum that someone else made up. Originally I was planning on starting a video show but then thought truckers are driving and not watching videos. At that point I learned about podcasts and how they worked. I soaked up everything I could on how to create a podcast, the equipment, and I got started. That was 2015 when I started my first podcast and today it has over 450 episodes. It makes money through sponsorships and advertising.

All of this started because I was standing in a hall behind a table to sell a shirt. The only thing I did was say, “Yes” to an opportunity and just do the best job I could. That same opportunity has led to a part time speaking and training career, two podcasts, and a television show. I go around the country conducting interviews with important people in the trucking industry and the creative arts. The next time someone says, “Could you help me with?” You may want to take them up on it. It may offer new talents and skills that can propel your career or business, I know it did for me.

Action Step

Write down a skill that you’ve enjoyed due to an experience from your life.



You're Not Done Yet!

What the Heck is a Real Job?

Have you ever been told to get a real job, what the heck is that? Is that a job that has benefits? Is it a job that pays a certain amount of money? Is that a job that helps people or solves a major issue in life? Is a real job one within a certain type of industry? What is a real job?

When I was making \$3.75 per hour flipping hamburgers at the age of fourteen that was a real job to me. When I made \$10.00 per hour driving trucks at the age of 21 that was a real job. When I was a fleet supervisor making almost \$100,000.00 per year I hope that was a real job. Today I have an art business caricaturing for events, make money podcasting, and speaking at events and I certainly consider those real jobs. So the question becomes what is a real job?

We certainly can't go by money. As mentioned I have worked some pretty tough jobs in my life where I made very little money. I know my bosses thought they were real jobs as they had to pay me every week. I was expected to turn up and do the work no matter how much the pay. In the World today however people are making money at all sorts of work. How about those Black Jack players earning millions at competitions in Las Vegas? Pretty cool job if you like cards. How about those musicians that make more money than most of us selling their songs to the public? That's a real job. I think we can see that the amount of money doesn't make the job more or less important nor does the type of work.



“Can't wait until I get a real job!”

What I believe makes a real job in the minds of others is what they believe is a real job to them. If someone works on the dock of a shipping company then they believe that is a real job. They may not see further business models or opportunity because that isn't their world. Someone who is brought up in a family of musicians will see music as a viable opportunity and anyone slugging it out to create a music career will know that creating a career from music is certainly hard work and considered a job. Other people won't because they don't understand the industry. That doesn't mean the job isn't real.

Visual artists often are disrespected by people who think they are all “whoop whoop” or out in left field. I think they relate being creative to everyone being on drugs in the sixties. Someone paints a straight line on a canvas and then explains it as though it was the directional line of the Universe. The general public also thinks that artists only paint when they are inspired, much like an author writing a book. Go to the hills and look out the window of a remote cabin for three years while you write the novel of your dreams. Take a year to paint a picture waiting for the right light or dream to enter your mind. What a load of hogwash!

In 2009 I joined an organization called The International Society of Caricature Artists (ISCA) and met amazing artists. This international organization brings artists from all over the world to an annual convention where they learn, network, and challenge each other to reach new heights in their art. Over the years I have had the pleasure to call many of those artists my



friends and have learned about their talents. I have even had the joy of having many of them on my podcast over the years to dive even deeper into their lives and businesses. When you have a chance to be in the fellowship of people doing what you do for a living and being successful it opens your mind to the possibilities that lay ahead for your own career.

Remember in school when they told me I couldn't be an artist and should go and get a real job? What they should have told me is to go and research others doing that type of work and find out how they succeeded. They should have told me to enroll in art class and start working on improving my talent. Needless to say none of that was said. I was told to go get a real job.

Let me state it here that an art career is a real job!!! If someone tells you that it isn't then point them to my podcast called *Cashing in on Creativity*. Over the years I have had the pleasure of interviewing top artists about their businesses and careers. Artists like Tom Richmond an illustrator for *Mad Magazine* who lives in Minnesota and has been a professional illustrator for decades. Tom used to own multiple caricature stands at amusement parks and offers courses and training for other artists around the world. Have a listen to the interview with Tom on the podcast because he certainly is a person who has done it.

How about my friend Keelan who operates caricature stands for Disney in Florida and operates a top talent agency for artists. Keelan and his wife Barbie have not only made a great career for themselves through their talent but have helped other artists become successful in their careers.

There are so many others such as Nick and Patty Nix who have been an awesome team for years. Nick has been drawing for over 25 years and used to be an electrician. He lost both of his legs in an accident and now has artificial legs, Yet he is a top illustrator in the industry and a wonderful person. Patty handles the administration and bookings for their business and accompanies Nick at events.

What the Heck is a Real Job?

They are so busy that Nick is constantly showing people that a disability is in your mind and there are ways around it I met Nick through ISCA as well and am proud to call him a friend, he is a real inspiration to me.

Other artists include Joe Bluhm a top illustrator and animator. There is Nolum on the West Coast who took his one man caricature entertainment company to a twelve person art company handling some of the biggest corporate events around Seattle Washington. Don Pinset is a successful Canadian animator and artist out of Halifax Nova Scotia. Don has worked on some of the top animated television shows in Canada. Stephen Silver is a character designer that has created a career out of creating characters for animated shows such as Danny Phantom and Kim Possible to name a few. His clients are Sony, Disney, and Nickelodeon.

I could go on and on but I think you get the idea. The next time someone says "Go get a real job" walk away. Go and find people who have done what you want to do. Once you find those people that understand you then you will figure out how to build a career or business out of your talent or idea. You can do it!



Action Step

Would you like to start a business or creative pursuit? Write down the type of business you would like to start, don't worry how silly or out of the box it may seem.



You're Not Done Yet!

Life is About Participation

When I was growing up there was a television commercial called ParticipAction. It was aimed at adults and children encouraging them to exercise more. The commercial would show people playing outdoors or exercising letting the viewer know that a walk a day or playing in the playground was healthy for you. The series ran for a long time and we still have a version of it on television today for those of you that still watch TV. The idea is that being active is healthy for your body and if you don't exercise your body it gets brittle and breaks down limiting your mobility over your lifetime.

That is true for life as well. Enjoying life and participating in it are what makes life worth living. Many people watch from the sidelines of life and don't participate. They watch television about other peoples lives or follow people on social media travelling and having a good time and wish they could do the same. Even when you encourage them to try it themselves so they can achieve their dreams with some planning and effort they still don't move. They sit and continue to watch other people live. When talking with them however they talk as though they are living life, they are just living it through someone else on a screen.



“These people sure have a great life!”

I love to dance that is a well known fact, but many people don't. It's not that they don't love music it is more of a fear that they look silly in front of a crowd. Have you ever been to a dance where the floor was totally empty and then one couple started to dance and the floor filled up in seconds? It's not that people don't like the song they just didn't want the eyes of everyone watching them. I used to be like that myself until I reached a point in life that I would rather enjoy life more than caring about what people think.

We go to a place every Sunday when we travel to Barbados which is more of an outdoor party than anything else. The bar is on the beach with a large dance floor on the patio, disc jockey, food, cold drinks, and hundreds of people. It is an older age group but it is so much fun.

We have seen some crazy dance moves over the decade we have been going to the island and while it may seem funny to watch them dance I give them more marks for their participation in enjoying themselves. They are living life while others are afraid of dancing and are truly enjoying this party. I can tell you from experience that the party is happening on the dance floor and getting out there is where you appreciate this lovely place. I rarely sit when I am there because I love the music so much and I'm known as the Energizer Bunny as the more I dance the more energy I get.

You don't have to dance but the idea is that you must participate in life. Explore things, take up new hobbies, or join groups. You will meet people and learn about your surroundings while learning new skills. I like to do Sketch Walks whenever I travel or have a day off



“It’s just life Sugar!”

at home. It gives me a chance to enjoy nature and learn about the area. My Grandfather used to say, “You learn a lot about a city by walking it.” That is so true and maybe one of the reasons I enjoy walking so much.

At home in Ontario I live in a building with many seniors and those in retirement. I am closely studying all of them to see which ones are healthy in later years and enjoying life. The best observation I have come up with are the ones that have been active and enjoying life long before they retired are the people that seem to be enjoying life after retirement. If you are waiting until you retire to start travelling or start a new hobby it may not happen.

Often people think time is the biggest factor for not taking on hobbies, travelling, or enjoying what they like to do in life but I find time to be more of an excuse than anything else. We have a saying in the business world, "If you want to get something done give it to a busy person!" I can verify that is true as many say I am one of the busiest people they know. The busier you are the more organized you need to be. Being busy causes you to prioritize your projects to help ensure you are working on things truly important to completing the task and the same is true for life. For instance we put in all of our vacation dates and travel events at the beginning of each year to ensure we get our vacation time. In prior years I used to wait to see where business would come in and there never seemed to be time. We would change our vacation to meet client demands and would find that after we rearranged everything the customer would change the plans leaving us with no vacation and no work. That only happened twice before that changed for good.

Whatever you want to do to enjoy your life you should start now. If you want to travel but don't have the money then start with getting the travel magazines and researching the cost. Maybe you can pick up an extra shift or freelance after hours to make that travel money. Want to start a hobby but don't feel you have the time for a class or group. Block out the time once per week and search on YouTube how to get started.



There are many entrepreneurs that have started their businesses in the wee hours of the night after the kids have gone to sleep or before work to get started. Successful business people will tell you if you want start a new project wake up one hour earlier each day and dedicate that hour to the project. You will be surprised how much you can accomplish and how much closer you will be to your goal with dedicated commitment. Life is about participation and without being involved and enjoying your life you are watching not participating.

Action Step

Write down one thing that you love to do, but don't because you are afraid other people will look down at you or laugh at you.



You're Not Done Yet!

Who Are You Inspiring?

If I asked you who you were inspiring many people would say, “no one”. Those that are coaching or mentoring someone may have a name they can provide but that is due to the formality of the coaching. The people that you may actually be inspiring you may not even know. They may be watching you from afar or listen to you through programming you provide. They may be close to you but not want to reach out to you. You really don’t know how you are affecting other people unless they tell you. Since most people won’t say anything due to shyness they may not say anything at all, but your inspiration may still be affecting them.

I was invited to be a guest on a podcast on wellness and mental health. I still remember the invitation, the host knew about my podcasts and thought I would be a good guest to talk about podcasting. What made me nervous was the host was a Life / Business Coach talking about living your life in an authentic way. It was much deeper than my shows where I like to laugh and have banter between the guests and myself. I was afraid I might be too outgoing for her audience and not deep enough on the topics to add value.

During the interview we got talking about authenticity and she mentioned if the world was perfect she would start a foundation for girls to help inspire them to be their authentic self. I asked, “Why are you waiting to start your foundation later, why not start it now? Why do you feel you are not inspiring anyone now?” She thought about the questions and came back with an answer saying, “ I hadn’t thought about it like that.”

Many people think the way this host was thinking that day in the fact that they must finish one piece of their life in order to move to another when in fact much of their future is already intertwined with today. She had a successful podcast and may be inspiring thousands of listeners that she doesn’t even know. She could start her Foundation today with a single dollar and build it over time. There is no reason to wait until life is perfect because it may never be.



“I’m so inspired!”

I often get asked why I started my podcasts. The answer, “ To help others reach their true potential.” Really that’s the reason. I knew down the road I may make some money at it but that wasn’t the driving force, I just felt that I had something to say. When you look at the podcasts and my television shows independently you may just see the topics or guests interviewed. When you look at the shows together you can see that they do relate on a high level and are meant to inspire different audiences in a similar fashion.

Look at The Lead Pedal Podcast which is the first podcast I started in 2015. I had a great career in the transportation industry which I have been a part of since I was seventeen years old. I worked for good companies, I made good money and have seen places I didn't know existed. I wanted to share that information with new drivers in the industry helping them have successful careers like my own. At first I thought of starting a video channel. In 2015 video was becoming very popular in the industry and training for drivers was beginning to be delivered that way. Inside I felt that video wouldn't work but I didn't know anything about podcasting, in fact I had never heard of it.

One night I came across an entrepreneur named Pat Flynn. Flynn was using passive income to build his businesses and was very successful. He had a show where he talked about different models of income and podcasting was one of those models. I was hooked!

I stayed up all night listening to his podcast and taking notes. At that point I said podcasts are where it's at! A month later I launched The Lead Pedal Podcast for Truck Drivers



“Hello truck drivers!”

not knowing where it would go. It just felt right and continues to this day. At the time of this book we are over 450 episodes and the show has content being released everyday.

The podcast started out as a solo show with me offering information such as how to offer good customer service, how to improve efficiency on the road, and even how to improve your health. All of that information is geared to a new truck driver with an experience level from 0-10 years in the industry. I keep the podcast positive and interesting hopefully offering entertainment at the same time. The podcast now is more of an interview show where I interview other people in the industry with topics of interest to drivers and we have sponsors that now advertise with us. I have no idea who I am inspiring with the show but we have thousands of listeners every month so someone is enjoying it. I hope the information helps them have a wonderful career in the industry the way that I have had.

With the Cashing in on Creativity Podcast the show was focused more on being a successful artist or entrepreneur. When I was young I wanted to be a cartoonist and no one showed me that path. I believe if someone had shown me the path to being a full time artist I may have gone down that route, but no one did. Not family, friends, or teachers bothered to look at my art or ask, "Have you thought of art school?" Not one person! Now I don't regret getting into the transportation industry but I do keep wondering in the back of my mind how many young people are lost every year or told to go work in some hum drum job because no one noticed their creative talent? How many parents have asked their children, "How are you going to make money at that?" Maybe that parent doesn't understand the technology or the creative gift that person may have, but someone does. Their parents just aren't able to see it.

The Cashing in on Creativity Podcast is meant to do just that! It is meant to show those with creative talents that you can be successful and show them other people that have done it.

The line “How will you make money?” is still included in commercials to this day with the parents asking a child how they will make money once they graduate from art school.

I was asked the same question when I started my art business in 2006. I was asked the same question from my spouse when I started my comic book series in 2008. I was asked the same question when I started my podcasts in 2015. As long as someone is doing it there is a way for you to do it too but you will need to work hard and be determined to succeed. Oh sure there are many artists that don't make money from their work. That doesn't mean you can't, they either have decided not to make money from it or don't know how.

Illustration work was diminishing in publications when I started my full time art business in 2006. The industry was going digital and photography was taking over. If you didn't know people in that industry you would not have started a business in illustration at that time but I kept hearing about people that have been successful.

I interview many artists on my podcast and it is always a joy to interview my heroes. I remember my interview with Tom Richmond who is an illustrator for MAD Magazine and caricature artist. I met Tom at an ISCA (International Society of Caricature Artists) convention.



The team at MAD were our guest speakers at the convention and I happened to bump into Tom in the hallway. I didn't know Tom at the time but was a huge fan of MAD Magazine as a kid. Tom's work is inspired by other greats in the industry such as Mort Drucker and Jack Davis also artists with a long track record with MAD Magazine.

I began to follow Tom's work and his career over the years and would talk with him when I saw him at a convention or comic expo. A couple years ago he announced a workshop for artists in my local area and I signed up right away. Once the workshop got underway I asked Tom if he would mind doing a quick interview about his career. Throughout the interview Tom talked about starting his career as an artist and how he built his business through doing caricatures. It was interesting to learn that even though he worked for MAD Magazine the work that paid the bills was other freelance assignments from publications much smaller than MAD. For those that think artists are starving I would like to invite you to listen to Tom's story of how he owns multiple caricature stands at theme parks, travels the world giving workshops, and sells his art online and at comic conventions.

I would also invite you to listen to the interview with Nolan Harris. Nolan started as a solo artist drawing caricatures and built up a successful business employing other artists creating one of the largest entertainment businesses in the Seattle Washington area.

The podcast is not just for visual artists and some would say I should keep it that way. The reason I include other creative genres such as musicians, authors, or those using a talent to create a career or business is because I believe we all learn from each other. I believe what makes an idea unique is how you adapt that idea with your personality. In the transportation industry it is very common to see one company come out with an idea that everyone likes. Then the next year you see everyone else copy the idea and before you know it every show looks the same. This is because they are looking only within their industry. As a visual artist if I copy the idea of the next visual artist my business will look just like their business and now the competition just comes down to price.

If I launch a book the way a musician launches an album I may be able to add different ideas not seen in the book world making me look unique and different. On the podcast I want that visual artist to learn from the musician. I want the authors to learn from the visual artists. I want us all to learn from each other through our stories and careers. We all have something to offer and we don't know who we may be inspiring behind the scenes.

When I started the television show it was purely by accident. I wasn't planning on starting a television show the thought hadn't even crossed my mind. I was still learning podcasting and didn't know you could even have a television show if you weren't a celebrity and I certainly was not.

The show started out of a discussion with my daughter on improving her career. At the time she was interested in getting into working in office administration. I told her about my experience going back to school at Gary Allan to upgrade my skills and suggested she do the same. To make things easier I took her to the school myself. As we were checking in some of the staff recognized me and we began to chat. They suggested I would be a good candidate as a keynote speaker at an event called Men and Career Coaches with Halton Industry Education Council (HIEC). I had no idea what HIEC was or about their event but they said all you had to do was tell your story for ten minutes to let high school students learn how you built your business so I agreed.

A few weeks before the event there was a call for additional coaches for the event. Now the event has around 500 people with a mix of high school students and men in various careers and businesses. There are about six keynote speakers at each event and a full dinner is served. There is an event for women as well in the same format.

I suggested to an entrepreneur friend of mine that he should attend as a coach due to his varied background in scouting kids for sports.

When I arrived at the event the same friend introduced me to a television producer named Stuart that he used to work with at SportsNet. Once the event started I found Stuart was sitting at my table. The evening went well and everyone at the table had a good time. When I returned from delivering my keynote speech Stuart asked if I had thought of hosting a television show. He said if interested give me a call and handed me his business card. At that point the evening concluded and I didn't give it any more thought.

“I have so many ideas, I hope I remember them all when I wake up.”



Ideas have a way of creeping up on you when you least expect it. This is why many creatives keep a notepad next to their bed because it isn't unusual for an idea for a song or cartoon to enter your head in the middle of the night.

If you don't write it down and let it go it will keep you up all night. This happened to me and the words of Stuart came into my head in the middle of the night. The next day I decided to learn more and set up a meeting for a few days later. Before the meeting I researched everything I could about producing a television show and had a plan together with how we would make money, guests, topics, the whole ball of wax. Truly I didn't want to look stupid talking with Stuart as I was glad for the opportunity.

After some reminiscing about the event Stuart opened the questioning with, "Do you have an idea for a show?" I had gone to the event to inspire high school kids but at the end of the event I felt they had inspired me. I was inspired by host David Vandenberg who was the emcee that evening at the young age of nineteen. I was inspired by two young entrepreneurs that took a high school project and developed it into a business that spoke as keynote speakers that night. I was inspired by other keynote speakers and their interesting stories of how they developed their careers. I wasn't sure I had inspired anyone but I certainly was inspired. I said, "I would like to start a show inspiring the next generation." The idea was based from my childhood of wanting to show people instead of telling someone how to do something. "I want to call the show Inspiring Youth. It is a double edge meeting where we showcase ambitious youth so that other young people can see someone their own age in a path of interest to them. I would also like to showcase community partners so that not only can they be showcased but they know where to go to take the next step. The topics would vary from the arts to business and more." Stuart was sold and we began to put the team together and outline the show.

At the time of this writing we have filmed three seasons and are beginning season 4.

We have created awards choosing one ambitious youth from each season and have made a ton of friends along the way.

I continue to be inspired by the young people I talk with on the show and am continually learning about my community as I learn about the community partners I interview.

If you don't think you are inspiring anyone think again. You may not know it but you are making a difference in this world. You don't need to necessarily do anything spectacular but go through life being a good person. Are you giving back to a charity? Are you talking about the positive aspects of your career helping someone else see a path for their life? If so you may be inspiring others. I know many people in my community are inspiring me to be better because they are working on being better and that should inspire all of us!

Action Step

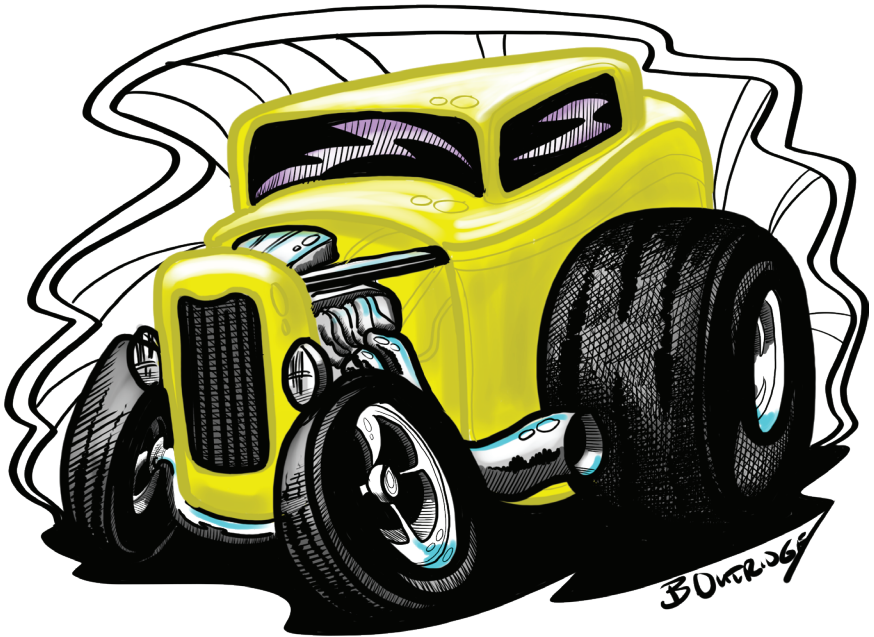
Write down the name of someone that inspired you. They could be close to you, someone you don't even know, famous or not.



Stop Trying to be Famous Just be Good!

Every so often I meet someone who's whole goal in life is to be famous. I was born in the 60's at a time before the Internet. A time when life was simple and slower. Kids played outside, in the street, and came home when the street lights came on. I love to dance and often wish I was born in the 50's in the age of dancing and cool hot rods. You enjoyed life in your town because that's as far as you could see. The only people truly famous in those days were movie actors, politicians, and rock and roll stars. You had to earn that fame through hard work and dedication to your craft. The behind the scenes work meant knocking on doors, calling potential clients, and hoping for a big break. People who made it to stardom in those days were true stars of the day.

You're Not Done Yet!



Fast forward to 2020 and things are much different. The Internet has made the World smaller and now you can be a star without leaving your bedroom. Talk into a camera and with enough “Likes” you’re a star. Stardom is now about being famous by name and not for the work you do and this is causing what we now call Influencers to be a goal for life. Just make a big enough name for yourself and sponsors will bring the money to your door. Now kids are running around trying to be famous for the money and that causes a new set of problems.

Social media has been good and bad for our society. For small business it has been great as it now allows a way for businesses to get their name out there for a smaller budget and reach people that may be interested in their wares.

It has brought awareness to major issues destroying our planet like climate change and a glimpse of politics around the globe. It has allowed people to connect around the World and Grandparents to be in their family's lives. The Internet has created opportunities for many that may not have access to them before.

On the other hand it has made our society frivolous and superficial. People are more depressed than ever because they are trying to keep up with a fake social media accounts. Internet trolls and hackers have easier access to all of our lives and are causing people to judge others based on false pretense.

I have to admit it is cool to be known in your town. I am certainly no celebrity but do get recognized once or twice from people that see me on television or from my podcasts. I do so many events throughout the year and meet so many people that it can be hard to keep track of them all, but I don't do my shows for the fame. I do it for the joy of being able to help people along the way. To me that's the difference! People are either helping people along the way or are extremely good at their craft. Rock stars have worked hard to create their brand and get a record deal to boost their career. They then have to work like crazy to stay in front of the fans touring around the country. It might be fun for a while but there are many bands that couldn't make it or died after one hit. Acting is hard and to be convincing and getting the right roles can be a long road. How many auditions does it take to get on a show that's successful? How many actors are still looking for that big break while waiting tables, fame may never come.

The same is true for many creative people such as authors, musicians, visual artists or other creatives in their field. It takes a lot of hard work, determination, and a certain amount of luck to become successful in your field.

This is why when someone says they want to be famous I tend to roll my eyes. True fame comes from working hard and becoming good at what you do. You improve a little each time until one day you are recognized for that hard work.

Fake fame as I call it is what many are trying to do especially young people. They want to be an Influencer so that they can ride on their name but not really do anything. Now to be fair there are many Influencer types that have worked hard to build their brand, again that's true fame even if it is only fame on a certain social media platform, but they are helping people.



True fame is when you're good at a craft and enriching lives at the same time! Fake fame is killing our World and hurting others along the way just to make a buck. To me this is seriously wrong and I am surprised at the companies that support this crap. They may not know the Influencer, they are supporting it because of the audience.

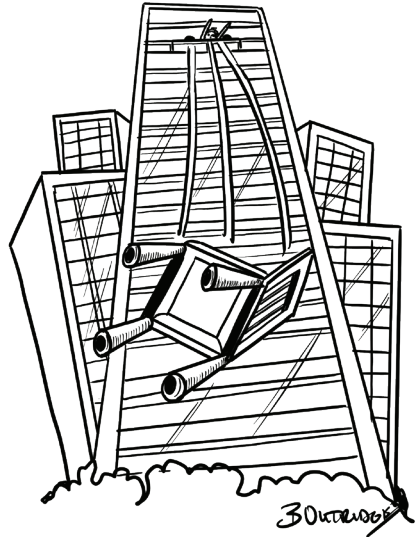
Did you hear the story of the duo that has become big on social media by pulling pranks in supermarkets? I was watching television one day and these two kids were on television talking about how they became famous on social media. They would go to a supermarket with a video camera and would secretly open products like a tub of ice cream, lick the ice cream, and then reseal the product hoping a shopper would buy it. They documented this and kept doing this because their videos went viral. They didn't seem to see how this was morally wrong and a crime to the store. They didn't care about the medical issues of possibly passing on viruses that could make someone else sick. This made me sick watching the show but the next piece put me over the top.

This same duo was asked about their family life and the relationship with their parents and other siblings. You had to be sitting down for the answer. The duo said they didn't talk to their parents because they didn't have enough "likes" on their social media accounts. What? You don't talk to your parents because they aren't famous on social media? One did talk to his sister as she had a small following. They didn't see this as a problem because they were getting rich through sponsorships and their audience. This is fake fame and in my books should be shut down fast.



I am sure you heard of the girl that threw a chair off the top of a tall building to go viral on social media. She and her friends were staying in a tall condominium overlooking the highway in Toronto. She was considered an Influencer on social media and thought it would be funny to throw chairs off the balcony of this condo building onto the highway while being video taped. Thankfully the chairs didn't hit a passing motorist below since she was 50 stories above the road-way. The video did go viral and even made the 6 o'clock news. She is currently being sentenced in court on mischief charges. I hope she gets a long time in jail to think about the stupidity of her actions.

I get that sometimes it's fun to do stupid things especially when you're younger, we've all done it. When there is potential to hurt others just to have a moment of fame then that's a problem. We all would like to have more money and we all would like to get recognized for the work we do. Be famous for the right reasons. Be famous for helping improve your community, be famous for working hard at your craft and being better than those that didn't put in the extra effort. Be famous for helping the world be a better place.



More eyeballs do not make you a better person. I have always been amazed at who we make famous in society. An actor plays a character in a movie with stunt people doing all the dangerous work and still makes all the money because of good looks and good acting. They get famous because many people see that movie. Yet we have researchers that are developing ways to fight cancer or stop viral infections and many of us don't even know their names. Why are they not famous? Our world is upside down in my opinion and this is why people are suffering from depression and other issues. We need to reward people doing good in the World and not those just trying to have people look at them. Stop trying to be famous, just be good!

Action Step

Write down something you feel you can offer the world of value. It could be an idea, how you treat others, a project, anything that would add value no matter how big or small.



You're Not Done Yet!

You're Not Done Yet

It's funny how many people feel they have their life planned out but in reality don't have a clue as to what the next step is going to be. Our society is rooted in a certain plan like get a good job, get married, have kids, and save for retirement. The system for society is built this way and our mindset is wired this way for the most part. While you're building the suggested life path you hope that education and hard work will get you to your goal with the beauty of life along the way. That may or may not happen.

I am not terribly religious but do believe there is a Higher Power. Whatever that God or Figure looks like to you is fine and I will leave that to you to decide who or what that is. I do believe that someone above ourselves is guiding our lives offering challenges and opportunity so that we develop and learn about who we really are. Have you ever wondered why you came across a certain person in your life that created an opportunity changing life for you? Have you wondered why things keep happening to you in a certain way and after you fight your way out to success you look back and feel like it was a test?

You're Not Done Yet!



“Don’t worry I got you!”

If you have ever gone through a divorce or know someone that has you realize the test being given. It is one of the worst points in a person's life because of the unknown and personal nature of the situation. Divorce encompasses every part of your life from finances to children to property and the feelings that go along with it can rip a person apart. Having been through a divorce I don't wish that on my worst enemy. In a weird way if I hadn't gone through something so traumatic as a divorce I am not sure I would have the success I have today.

I felt so much pain going through that part of my life but I also feel it was a major factor in spring boarding me to where I am today. It caused me to learn goal setting and what was really important to me in life. It caused me to finish my education which created many of the opportunities I have today. It gave me time to think and realize what was important in life and got me back into my art which I hadn't done in 18 years. I have been a professional artist for over 14 years now and hadn't drawn since the age of 18 until 36. I was forced back into drawing through the practice of trying to take my mind away from my situation and fell back in love with the craft. I believe that divorce was a major test from my Higher Power above to regroup a life that was spiraling in the wrong direction.

When I look back at many of the tragic moments life has offered me I realize without those moments I wouldn't be doing some of the things in life that I do today. Many times a job loss causes you to learn a new skill or can be a step towards starting a new business, but for a while it will feel like an attack on you. If you've met someone that has had little challenges in their life you often feel almost sorry for them. They have little understanding as to what the true beauty of life is and what it can offer or they may seem focused on material things.

Talk to anyone who has been through cancer, sickness, death, or multitude of other life issues and you will see they focus on people on a much deeper level. It's because those things make us stronger and more focused on life itself. Watch any movie and you will see how this works, it patterns our lives.

I don't believe anyone is done living until they choose to stop. As long as you're breathing and have an interest in something you have more to offer the World. Whether you choose to share it is up to you and even if you don't share that new skill or interest you are still growing. If you are out in society and meeting people, opportunity will find you allowing you to help others if that is what you choose to do.

I have found helping others has created opportunities that I haven't dreamt of in the past or will in the future. Back in 2009 I started my consulting business based on my experiences driving transport trucks. I felt inside I had been given a good career and wanted to share my experiences with new people coming into the transportation industry. I could have easily just focused on my art business and never talked transportation with anyone again. Thankfully I did move into that area as today it is a major part of my life just as it had been when I was driving. It has helped me create my podcast for truck drivers, build an incredible network of friends in the industry, and helped me learn skills I didn't even know I had until I started those projects.

In 2006 I was in one of the lowest parts of my life. Our culture at work was bad with a lot of internal fighting, I was overweight on the verge of a heart attack and closed out the year unemployed and struggling with self-worth. Sounds like fun right? I began building my business at the beginning of 2007 with a promise to my wife that if we weren't showing growth within a year I would go back to driving a truck.

There was a lot of learning and hard work that year and the ones following it but when I look back 14 years later I wouldn't change a thing.

That hard work and dedication to build a business taught me more than I could have dreamed on my own. In 2011 I wrote my first book on business called *How to Start an Artistic Business in 12 Easy Steps* helping other creative entrepreneurs set up a business focused on the arts. Starting my own business gave me a passion for entrepreneurs and has helped me find my own self-worth which I struggle with everyday even now. The love of business caused me to start my second podcast called the *Cashing in on Creativity Podcast* where I interview other creative people such as musicians, visual artists, authors, actors, and much more. It has also led to a speaking career offering workshops allowing others a helping hand in their career or business.

As I grew in business and began to see success it caused me to look back at where I came from and how I lived life when I was younger. When you're a high school dropout it can cause you to feel inadequate to others. I have always compared myself with people in my life and that can be very detrimental. In business the most educated are not always the most successful. Many times business is about how creative you are and how determined you are to achieving success.

The business helped me realize I can sit across the table from another person and feel as though I am on the same level. They are the President of their company and I am the President of mine. It doesn't matter to me that their company is larger I look at it as though they are just farther down the line than I am and I still have time to catch them.

Often we can be afraid of those that have large success, but when you sit across from some large executive that just lost their cushy job and they are asking you how start a business it brings it all back into perspective. It proves we all start somewhere and we all have a talent or knowledge to share.



“I own the bank, but I really want to be an artist.”

That chase to find my self-worth has caused me to want to help others find their talents. I didn't realize I had talents when I was younger and feel as though I have found them on my own as I went through life. This is why I am passionate about helping younger people have the courage to find what interests them and also show them that hard work and determination are part of the equation. I don't feel as though I am done yet.

No one knows what we hold in our future. I certainly don't and feel it would be a boring life if everything was all laid out for us on a red carpet. I do know this, you are not done yet! At the time I am writing this I am 56 years of age and still have a lot to offer. I enjoy life and keep trying to improve a little each day. I have a good idea of what I like to do and what I don't like to do but am always willing to listen to an opportunity if it aligns with my vision. I can only go ahead because I have come too far to go back.

You may not be where I am as of yet but you will get there. No matter where you are in your life you have a purpose and it may be as little as taking care of a puppy or as massive as changing the World. Your



Higher Power or internal voice is giving you challenges and successes to help you grow and have the tools to handle the challenges of life. Without those challenges you won't have the growth and outlook for life. I hope this book has helped you to see that life is to be lived and opportunities come to those that participate. I hope you have a wonderful life and know that everyone has something to offer. How you choose to use it is up to you. You're Not Done Yet!

Action Step

What challenges have you gone through in life that have helped shape the way you think today. Write them down. Now go to the Action Sheet Page of the book for the final step.



You're Not Done Yet!

Acknowledgments

Writing a book like this takes you on a journey through your life, which in a way is what it was meant to do for you the reader. Not to brag or boast about my accomplishments but to show you that you too have what it takes to create your life of choice. That being said I certainly did not achieve these accomplishments on my own and people have entered my life that have helped shape my opinions and skills to what they are today. Although I learn from everyone there have been specific people that have helped create this book and I want to thank them here as they have helped me have the life I have today.

I want to start with my family for without them I wouldn't be here or the person I am today. All of you have shaped the way I think and have contributed to the work ethic in my life. My Dad has been so influential in my life giving me an amazing work ethic and the personality and love of people I have today. My Mum gave me a love of the Caribbean and a heart to help others, thank you. My Grandfather A.J Seymour has been a major inspiration in my life as a writer and I only wish I understood the precious gift he gave me while he was alive so I could say thank you personally. My family is full of artists and writers and I would like to thank you for instilling in me the talent I have today.

My wife Carmen has been absolutely instrumental not only in the success of this book but in the success of our company and life as a whole. She has supported my creative pursuits even when she couldn't see the finish line. Thank you for your undying support and love.

This person is no longer with us but has had a huge influence in my life. My friend and colleague Yves Maynard passed away too early in life and is a constant inspiration for me to live life to the fullest and reminds me it may all stop before it should, thank you Yves we miss you.

My school life was very rocky and something I was happy to get out of at an early age, however when I returned to school it was a great experience that has helped me develop the skills that I still use today in my business. Thank you to all the staff and teachers at Gary Allan High School with an extra special thank you to Ted Reed who taught me the importance of creative writing. Thank you to Mike Finch who encouraged my entrepreneurial spirit, and Donna Carpenter who taught me the importance of English in business.

Acknowledgments

Thank you to Marlene Tomlinson for all of your coordination and support in launching my entrepreneurial journey.

So many business colleagues have helped in the success of my business and I want to thank you for support and friendship. I want to extend a special thank you to Paul Copcutt for writing the Forward for the book, but also for being a business colleague and friend. Our monthly chats have been instrumental in my success.

One group that has directly helped in the success of this book and our business are my artist friends. The group at the International Society of Caricature Artists (ISCA) have helped me see you can be successful as an artist and offered the tools to do so. A special thank you for your extra inspiration and contribution to Tom Richmond, Nick and Patty Nix, Kelly Gannon, Joe Bluhm, Don Pinset, Nolan Harris, Keelan Parham, and Stephen Silver. Thank you.

A big thank you has to go out to Stuart Aker, the Cogeco Halton YourTV Production Team, David Rutherford, the team at Halton Industry Education Council, and the guests of the Inspiring Youth television show for keeping me inspired to be better and the opportunity to showcase our community and the amazing people in it.

Music has been a big part of my life and I want to thank the many bands and musicians that have helped shape my love of music. An extra special thank you goes to the musicians that have contributed to the success of this book and our shows such as The Thompsons, The Killin' Time Band, Thomas Wade, Tropical Daze, Rich Redmond, and Terry Uttley.

You're Not Done Yet!

Many people have touched my life and may not even have known they were an influence. Thank you to the great trucking companies and friends that gave me a rewarding career in a fabulous industry.

Thank you to our amazing friends around the World that have helped us realize what is important in life and Pat Flynn for waking me up to the world of podcasting.

Finally to those of you that said I couldn't do it, thought I was stupid, or wouldn't give me the time a day because you only looked at a report on a piece of paper. I have to thank you for instilling the drive in me to prove you wrong. By the way "I AM NOT DONE YET!"

Thank you Everyone.

Bruce Outridge

About the Author

According to all the opinions of schools and education Bruce should be a statistic. An artist that didn't do well in school and dropped out at the age of 17. He spent more time in detention for drawing on his notebooks than he ever did in class. Bruce hated school other than seeing his friends and the last year of high school he missed 37 days of school yet went to school everyday, he felt there was nothing there to inspire him. Bruce's passions at the age of 16 were roller skating, driving his car, and drawing. According to the highly educated at the time none of those things would offer a life of income or stability. He was considered useless and every report card said the same thing, "If Bruce only applied himself he would have better grades!" Maybe if they had made their classes more interesting he wouldn't have to find something else to do. Not all teachers were bad but many certainly didn't hold his attention in class.

After leaving school at 17 Bruce got a job at a moving company and started a career in trucking that has lasted over 30 years. He had always loved to drive but didn't even know you could have a career in the transportation industry. No one in his family had ever driven trucks, no one in school had ever talked about trucks, and none of his friends had ever spoke about trucks. He got the job and fell in love with the freedom, the people, and the trucks themselves. That has given Bruce a stable income, a chance to see North America, and gain life-long friends. Ironically he was told those things couldn't be found in an uneducated industry.

For the last 14 years Bruce has been in business as a creative entrepreneur. He started his art and illustration business in 2003 part-time and took it full time in 2006. Since then he has formed other businesses on training and consulting, started two podcasts, created a television show, wrote five books, started a comic book series, and created a host of other creative services. He has talked about many of these projects in the book under various sections but it all comes down to one thing and the reason for this book, inspiration.

No one told Bruce how to find a life using his passions, they told him just to go get a job. No one said you could become a cartoonist or here is how you can take your love of driving and make it a career. That's because all the things he enjoyed doing were looked at as low paying careers, frivolous dreams, or a waste of time. Become an accountant, a lawyer, or a manager of some kind and get your education. How many kids have we lost because someone in authority didn't see the path for the future of certain people.

About the Author

The reason for the book, the podcasts, and Bruce's career has been showing those like Bruce that they can succeed if they choose to put in the work and learn how to do it.

Bruce went back to school at the age of 40 and had excellent teachers that propelled his career. He isn't against education in fact he learns everyday from a variety of sources and people, he just doesn't feel it has to be done within four walls of a building.

We hope this book will show you that there are many ways to create a career you love and it may take longer than expected, but if you stay persistent you will get there. Don't let anyone kill your dreams, you can do it and we hope you will draw on the inspiration of others through the stories in this book and the examples from Bruce's life. Best of luck!

Carmen Outridge

Wife, Business Partner, Life Partner

Outridge Enterprises Inc. - Vice President

Outridge Translation Services - Translation Expert

You're Not Done Yet!

Resource Section

In order of appearance

Carmen Outridge - www.outridgetranslation.com

Paul Copcutt - www.paulcopcutt.com

Pride Junkie Comic Book Series - www.pridejunkie.ca

Rich Redmond Interview - <http://cashinginoncreativitypodcast.com/cc085-becoming-a-professional-drummer-with-rich-redmond>

Marina Tesker Interview - <http://cashinginoncreativitypodcast.com/cc084-how-to-be-a-young-illustrator-with-marina-tesker>

UnivJobs Interview - <http://cashinginoncreativitypodcast.com/cc117-starting-a-technology-business-for-creative-entrepreneurs>

OVT Guitars Interview - <http://cashinginoncreativitypodcast.com/cc030-guitar-passion-to-guitar-business-with-ovt-guitars>

Jeffrey Wayne Ford Interview - <http://cashinginoncreativitypodcast.com/cc145-starting-an-acting-career-with-jeffrey-wayne-ford>

Inspiring Youth Television Show - www.inspiringyouthtv.com

Your TV Halton - <https://www.yourtv.tv>

Kelly Gannon Interview - <http://cashinginoncreativitypodcast.com/cc022-drumming-out-caricatures-with-kelly-gannon>

International Society of Caricature Artists (ISCA) - <http://www.caricature.org>

Gary Allan High School - <https://garyallan.ca>

Outridge Consulting Services / Bruce Outridge - <https://bruceoutridge.com>

Tom Richmond Interview - <http://cashinginoncreativitypodcast.com/cc088-how-to-have-a-successful-career-in-illustration-with-tom-richmond>

Joe Bluhm Interview - <http://cashinginoncreativitypodcast.com/cc081-how-to-be-an-illustrator-for-childrens-books-with-joe-bluhm>

Nick and Patty Nix Interview - <http://cashinginoncreativitypodcast.com/cc009-learn-the-power-of-working-as-a-team-to-create-a-successful-business-interview-with-nick-and-patty-nix>

Nolanium-Nolan Harris - <http://cashinginoncreativitypodcast.com/cc107-over-the-line-with-nolan-harris>

A.J Seymour Interview - <http://cashinginoncreativitypodcast.com/cc100-a-life-of-poetry-with-aj-seymour>

David Vandenberg - <https://bruceoutridge.com/2017/09/26/inspiring-youth-episode-1-compassion-to-ambition/>

Cashing in on Creativity Podcast - <http://cashinginoncreativitypodcast.com>

HIEC - Halton Industry Education Council - <https://www.hiec.on.ca>

How to Start and Artistic Business in 12 Easy Steps - <https://bruceoutridge.com/how-to-start-an-artistic-business-in-12-easy-steps/>

Please note these websites were live at the time of writing this book. We are not responsible for any websites not working at the time of reading.

You're Not Done Yet Action Sheet

As a visual person I like to see everything together in one area so we have created this Action Sheet. If you have been doing the action steps throughout the book then you should have the answers to the questions included in this portion of the book. Hopefully they will offer you a visual overview to create action in your life.



Finding Your Purpose

1. Determine one thing that you wish someone had shown you earlier in life that you feel would be helpful to someone else?
2. Segment your life into sections like chapters of a book. Grouping them into years will give you a perspective on life to now. Take it a step further by writing down major issues you were having during those segments?
3. Write a letter to your younger self with lessons you have learned to now This is a great way of letting go of issues that may still be bothering you from the past.
4. List five values that are important to you that you felt has helped you be the person you are today.
5. Name a goal that you would like to attain that you haven't completed yet.
6. Name one lesson you have learned from an experience from your past.
7. List one or two dreams you would like to attain in life if money, time, and health were not an issue.

Lessons From The Real World

1.Name one thing you were told in childhood that you have found different to what you've experienced in your life.

2.List something you like to do, something your are good at, and something you would like to learn.

3.Write down a skill that you have learned due to an experience from your life.

4.Would you like to start a business or creative pursuit? Write down the type of business you would like to start, don't worry how silly or out of the box the idea may seem.

5.Who are You Inspiring? Write down the name of someone you have inspired.

6.Write down one thing that you love to do, but don't because you are afraid other people will look down or laugh at you.

7.Write down something you feel you can offer the world of value. It could be an idea, how you treat others, a project, anything that would add value to people's lives no matter how big or small.

8.Write down the name of someone that inspired you. They could be close to you, someone you don't even know, famous or not.

9.What challenges have you gone through in life that have helped shape the way you think today.

You're Not Done Yet

1. When learning about the lessons you have learned in life are there any commonalities? Does a certain lesson from the past pop up again and again through your life. When you wrote a letter to your younger self were there messages that you wanted to make sure got through?

Name that message here:

2. When you were evaluating your past experiences from the "Real World" hopefully you listed tasks you enjoyed, skills you are good at, and things you would like to learn. Is there something common between them? For example if you like to bake, are good at design, and would like to be in business then a bake shop might be a common denominator between the three.

Name the common denominator:

3. Inspiration is a good thing that you may not even know you are doing? Who inspired you in your life and why? What is a trait you are good at and could offer to others? Maybe you are good at helping others feel better, maybe you inspire others to work harder due to a great attitude, what do you do?

Name the trait that helps others that you like or would offer:

Putting It All Together

Newspaper reporters use a system to gather information for a story. I have used the same system throughout my business to create marketing campaigns and evaluating my life. You will be surprised how effective this can be to help you see pathways for the future. Try it and see.

Your “Why”

This is the higher purpose, your reason you were put on Earth. This is the one thing you think others should know about life based on your experiences. This message is underlying everything you have done and you may not even have realized it. It is the reason you work hard, it is the reason you treat people the way you do, it is your “Why” of life!

Your “How”

If you did the exercise on your skills and what you like to do hopefully you will see ways that you could move forward. Will you start a business, redirect your career, start a new hobby? This may be a way of writing your next book or learning how you can send that important message you created to others.

Your “Who”

Who are you inspiring? You may not know them but there is possibly someone or group that you are passionate about helping and inspiring. That group may be a new customer base or group that you may want to join.

Your “What”

Now all you have to do is come up with what you will do next? Start a business, research more information, or go back to what you were doing before this book. The choice is yours.

Your “When”

When will you start your new purposeful life? I have found the best time to start is NOW while you are excited and thinking about your life, but I do believe in leaving time for your ideas to evolve. I suggest keeping a journal of some type with your ideas that you review on a regular basis.

Your “Where”

Where will you start your business, learn your new hobby, or help out your new group? You could be learning a new skill in your pajamas online in the basement. You can take a class at the local college or join a group to learn a new skill. Maybe you want to start looking at locations for that new business venture. Assess where you can go to get the next chapter of your life started.

Whether you start a new business, begin learning a new skill, or decide to just go back to watching television I just want you to remember that you have a lot to offer the world and those around you. **You're Not Done Yet!**

You're Not Done Yet!

**You're Not
Done Yet!**



You're Not Done Yet!

The next time someone says you can't do it,
tell them, "You're Not Done Yet!"

You're Not Done Yet!

A Guide to Creating the Life You Want!

Have you struggled with finding a purpose to your life? Have you felt low self-esteem due to little education or perceived imperfections? Learn how your values, your creativity, and your talents all play a part in life and how to take those unique traits to create a successful future. Find your purpose, inspire others, and create a successful life. You're not done yet!



Bruce Outridge

No one told Bruce how to find a life using his passions, they told him just to go get a job. No one said you could become a cartoonist or here is how you can take your love of driving and make it a career. That's because all the things he enjoyed doing were looked at as low paying careers, frivolous dreams, or a waste of time. How many people have we lost because someone in authority didn't see the path for the future of people who are creative? www.BruceOutridge.com

He really does walk the talk of this book "You're Not DoneYet"

You have made a good decision to pick up this book and read it. Now make a great decision and follow the advice, because as much as you sometimes think that's it, believe me when I tell you "You're Not DoneYet".

Paul Copcutt
Branding Consultant