

Announcer (5s):

Welcome to the Maximize Business Value Podcast. This podcast is brought to you by Mastery Partners, where our mission is to equip business owners to maximize business value so they can transition their business on their terms. Our mission was born from the lessons we've learned from over 100 business transactions, which fuels our desire to share our experiences and wisdom so you can succeed. Now, here's your host, the CEO of Mastery Partners, Tom Bronson!

Tom Bronson (36s):

Hi. This is Tom Bronson and welcome to Maximize Business Value. A podcast for business owners who are passionate about building long-term sustainable value in their businesses. In this episode, I'd like to welcome our guests, Tom Halsey, author of the winning mindset that saved my life. Now, this is a first edition. There's a different cover on the, on the current edition. I first met Tom through success, north Dallas and had the privilege of hearing him speak a couple of times. Now, Tom is a cancer survivor. Now he and I are both members of what he calls the unfortunate brotherhood. And so those are victims of prostate cancer, and, but he's also a heart attack survivor, which is why he is now a champion for men's men's health.

Tom Bronson (1m 25s):

Tom serves on the board of zero cancer, works with the department of defense and the congressionally directed medical research programs. And he's president of the north Texas prostate cancer coalition, or a research advocate at UT Southwestern. And he was recently elected to serve on the board of the Dallas based Mary Crowley cancer research. Wow. Now the mission is their mission is to bring hope to cancer patients through innovative clinical trials, while advancing treatment for patients in the future. Now, if that's not enough, he's an 11 time iron man and six time mountain man, winter triathlon finisher.

Tom Bronson (2m 12s):

I am so excited to have Tom here to talk about how this winning mindset can change your life and your business. Welcome to maximize business value, Tom!

Tom Hulsey (2m 24s):

Thank you, Tom. It's a, it's an honor to be here today. I appreciate the, the opportunity.

Tom Bronson (2m 30s):

Awesome. Before we talk about the cancer and the mindset, what is your background? What, you know, tell us a little bit about your background.

Tom Hulsey (2m 38s):

Well, I have multiple decades in, in technology and most recently it was in insecurity, video surveillance. And now most recently it's been in cybersecurity, which is obviously a very hot area in today's world, but there was very much, again, technology focused.

Tom Bronson (3m 1s):

So awesome. Kind of grew up in the technology field and that's something that is super important today, but let's get, why don't you give us a little backstory on surviving cancer and a heart attack?

Tom Hulsey (3m 16s):

Well, I, I heard the words you never want to hear on my birthday in 2015, that, that you have cancer. And it was as I, as you like to say, Tomlin's like being hit with a hit with a freight train. And there were just so many emotions that day. When I, when I heard those words, you know, I w I was, I was embarrassed. I didn't, I was confused. I was angry. I felt almost like I was a fraud because people had always viewed me as being Mr. Mr. Fit and healthy. And so it was, it was, it, it was very tough.

Tom Hulsey (3m 58s):

And you almost go into a fog when you hear those words and compounding my angst was the fact that I had just witnessed one of my best friends, lose his life to prostate cancer. And it was a four year battle. And it was absolutely gut wrenching to, to watch what he went through. And at that moment I wasn't prepared to go through,

Tom Bronson (4m 24s):

Wow, that's a, that is, that is horrible. It is. And that's, we should have probably mentioned this before. You are the model of health. Of course, we've already mentioned, you've done all, you know, 11 Ironman, you know, six mountain men. And so you are always that healthy. You didn't, that, that, that didn't start after you found out you had cancer, right?

Tom Hulsey (4m 46s):

This was, this was a lifestyle I I've had my entire life. And just so the viewers know an iron man is, is a 2.4 mile swim followed by 112 mile bike ride followed by a 26.2 marathon. And this is all in one day. So it's a very grueling, and it's very, it's a challenge, both not only physically, but also mentally. And a lot of those traits that it takes to get through an iron man is what helped get me through if they're the health issues that are, that I've encountered over the last several years

Tom Bronson (5m 27s):

Now, how, how long after your diagnosis? And of course, we're not going to get into the details of all the treatment and whatnot, but of course you had surgery to have it robotically, removed, just like I did. How long after that, did you have, did you participate in another iron man?

Tom Hulsey (5m 42s):

Well, the first thing I did was I, one of the Frank, I was the typical guy and like I said, I was embarrassed and I'm the chain. And I didn't tell anybody about my diagnosis. A lot of lessons learned here and I can talk about that later, but I, but I suffered basically in silence. So other than my family and a few close friends, but one of

my, one of the friends that I did confide in, took me by the shoulders and said, Tom, you need to remember the, the, the motto of the Ironman, which is anything is possible. And you need to set goals for yourself and get beyond these dark days you're experiencing right now. And I set a short-term goal and intermediate goal and long-term goal.

Tom Hulseley (6m 27s):

And my intermediate goal, which is probably my proudest achievement, was doing a half iron man in Austin, exactly six months after surgery. And then my, my long-term goals, I actually had two of them. One was to be able to cross the finish line and another iron man. And then also I wanted to be around to walk my daughter down the aisle, and I achieved both of those goals in, in July of 16. And, you know, with the iron man, again, I can talk a little bit more about the parallels here in a second, but getting to the, you know, crossing the finish line, Ironman is a magazine experience, but for me, both that half Ironman full arm in the victory for me was just, just getting to the start line and knowing what all, you know, everything I had been through.

Tom Hulseley (7m 20s):

And it was, and it was, and it was so, so rewarding and that really, you know, that, you know, and that's where the really, you know, that mindset kicked in. And I have to, my friend took me by the shoulders and said, you need to, you need to remember what that, what that motto is.

Tom Bronson (7m 38s):

I love that. Now we've talked about the cancer. What about the heart attack? When did this, when did this take place?

Tom Hulseley (7m 44s):

Well, seven months after I crossed the finish line at the Ironman, I was starting, I started experiencing pains and my kind of up in my shoulder, my left shoulder. And I went to the cardiologist and complained about it. He ran the usual tests and all, and didn't show any issues and all, and he just pretty much dismissed it because he knew I had, I had had some shoulders issues in the past and rotator cuff surgery, and he attributed to that. And so I left and I, and I, where it really wasn't satisfied with the answers that he was giving me because I knew something was wrong. I was listening to my body and I knew my body just because of my fitness level.

Tom Hulseley (8m 29s):

And so I went to a, another cardiologist, and then he did the nuclear stress test and everything, and they showed that something was wrong. And so I ended up having a couple of stents put in my heart. Can we need a, because I had 90% blockage in the main artery, what they call the Widowmaker. And then I started then less than a year later, I was starting to the same things again. And while I was on the operating table and they were putting three more stints in my heart, I experienced a heart attack. And so, so that, that, that was actually after, you know, kind of, yeah, I guess you could say I got through my cancer, but, but it was,

but when, when the carding first cardiologist was looking at me, he saw this guy who would cross the finish line in an iron man and just saw somebody who's super fit.

Tom Hulsey (9m 28s):

And he just, there's no way this guy can be having heart issues. Well, I'm here to say that was not the right, right diagnosis.

Tom Bronson (9m 38s):

No, no kidding mind. Goodness. So, wow. That's sort of rapid succession. So you, you basically that 13 months after you were diagnosed with cancer, you found out the head, the heart issues and you had the stents and

Tom Hulsey (9m 54s):

Pretty close.

Tom Bronson (9m 56s):

Wow. That's, that's amazing. Especially for somebody who has, who is as fit and healthy as you are. And so people don't realize that, that you and I were talking about something before we actually started recording the podcast. And it's, if you don't mind just share with us what Dr. Cooper said regarding genetics,

Tom Hulsey (10m 18s):

Dr. Cooper, the father of aerobics wrote the forward for my neighbor over the second edition. And he looked at me and he said, Tom, you you've done everything right in your life. You know, your exercise, you eat, right. You're just, you're just the picture of health and what people were supposed to do. But he said, the one thing you cannot control though, is who your parents are. So a lot of it has to do with, with genetics. And again, because he said, I can't tell you to do anything different in your life because you're doing it. You're doing everything you're, you're supposed to do. So, and again, but that, but also being in that, having that high fitness level also helped me get through these challenges that I, that I've had.

Tom Hulsey (11m 9s):

And when I talked to younger people in their twenties and thirties today about it, you know, giving them advice, it says what you do to your body in your twenties and thirties will impact you the rest of your life. And it will, but it will all, but if you're doing leading an active lifestyle and intentional lifestyle, you know, we'll help you overcome these challenges that you might have later in life. Like if like I did.

Tom Bronson (11m 35s):

Yeah. The, the long running joke, I guess, and now I'm starting to feel it myself, as if I'd known I was going to live this long. I probably would have treated my body a little better. Right. So, Tom, why did you decide to write this book? I mean, it's a great book and, and the second edition even better, but why, what made you

decide to write this book? The winning mindset that saved my life?

Tom Hulseley (11m 59s):

Well, that's a great question. You know, one of the, one of the first things I did F well, not, I shouldn't say first things, but about a year after my cancer diagnosis, again, I kept everything bottled up inside my why, what my wife suggested, why don't you write a blog? And if you can impact one person in this world, just think how that would make you feel. Well, I wrote a blog and I, my first response was from a gentleman in New Zealand. I had given him hope and inspiration, and then more responses came in. And I, and I, so I started writing some more blogs, but at the time I wasn't trying to change the world if you will. But, but it was just so therapeutic for me to, to, to write about it.

Tom Hulseley (12m 42s):

And then people started to say, man, your story is so inspirational and impactful. You, you ought to write a book about it. And of course at the time I totally dismissed it. I said, I'm, I'm not an author. And writing a book is, is writing a blog as one thing. But writing a book is a whole nother animal, if you will. But I finally decided to do it. And again, the, the purpose of the book, I should say, my success of the book was if I could impact one person with my story, then that would be my deputy's success.

Tom Hulseley (13m 22s):

I wasn't trying to be a seller or anything, but again, if I could impact one person at a time in a positive way, the net net would, that would be my definition of success.

Tom Bronson (13m 34s):

Well, I know that you've impacted many, many people with your story, but what if you're a success definition of success is impacting one person here I am. So you know that. And so I love the picture by the way, on the front of the book, if you're watching this and most of our folks just listened to this podcast, but if you're watching this, you see he's holding up his bike, it looks like you're in Hawaii. Is that correct?

Tom Hulseley (14m 1s):

That's it the Ironman world championships and Kailua Kona, Hawaii.

Tom Bronson (14m 6s):

And, and if it, tell him, tell us a story about this photograph.

Tom Hulseley (14m 11s):

Well, the book, I like to say the book it's very much a grassroots effort and, you know, I I'm, I'm self-published, I don't have an agent and that picture was taken on a whim with my wife's cell phone camera when we were in Hawaii. So I had no idea that picture

Tom Bronson (14m 32s):

On the new, on the new edition of the, the book, the second edition of the book, same pictures on the back of the book. So, but it's, it's a great picture and it's, and it just tells me, it tells you what you need to know about Tom Halsey's mindset. So before,

Tom Hulseley (14m 48s):

And also, if I may add Tom, you know, I'm not trying to tell people, you know, Hey, look at me, this is what you've got to do to overcome these obstacles, but it, but if you can just, you know, getting off the couch and walking around the block, if that's your goal, that's great. But the thing is, is to be active. And then, you know, it's just different degrees of it. You have admittedly, I take it to an extreme, but, but if they can bet if it can inspire and impact one person and that's great,

Tom Bronson (15m 21s):

I love it. I love it. Now, before we take a quick break, let's talk for a second about mindset to, you know, so many people in your position would take a victim mentality and as you've kind of already shared, and I appreciate you're being vulnerable with our audience, you were sort of a victim, right? When, when you first got this diagnosis, you were ashamed and you were kind of reclusive about it, but so many people would take that, that mentality when something bad happens to them. And so in your book and in your life, you say to choose your mindset, how do you do that? And how did you make it a habit?

Tom Hulseley (16m 2s):

Well, I, first of all, you know, there's, there's, I kind of have basically five pillars to what I call my winning mindset, but, but to your point, what I would call initially, I've had, I had gone reverted back to that fixed mindset. Woe is me. This is, these are the cards I've been dealt. And, and I, you know, right. Ready to give up that. But I really, you know, over time and with the help of my friend who told me, you know, I needed to, did to change my thinking of all this and went to, I moved it over to a growth mindset, if you will, or what I like to call a winning mindset.

Tom Hulseley (16m 43s):

And that, and that, that, you know, that includes perseverance and overcoming fear, living intentionally knowing, and being prepared and knowing your options. And those are, those are really, you know, kind of the five, five pillars of my winning mindset. And I go into detail on these pillars, if you will, in my book

Tom Bronson (17m 11s):

Like that, the five pillars. So we'll talk a little bit more about that. After the break, we are talking with Tom Hulseley, let's take a quick break. We'll be back.

Announcer (17m 22s):

Every business will eventually transition some internet employees and managers, and some externally to

third party buyers, mastery partners, equips business owners to maximize business value so they can transition their businesses on their terms. Using our four step process. We start with a snapshot of where your business is today. Then we help you understand the way you want to be and design a custom strategy to get you there. Next, we help you execute that strategy with the assistance of our amazing resource network. And ultimately you'll be able to transition your business on your terms. What are you waiting for more time, more revenue, if you want to maximize your business value, it takes time.

Announcer (18m 3s):

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6 (18m 14s):

We're back to the author of

Tom Bronson (18m 17s):

The winning mindset that saved my life. So Tom, before the break, we started talking about mindset and your five pillars of, of mindset. My experience is that mindset is everything in business and in life. In fact, when I found out that I had cancer, the very first thing I told my family was that I am not going to die from this. And so, so my mindset was different now then than what you first experienced. And part of it is probably because I've been around people who've had prostate cancer. Part of it is of course, the fact that I had already read your book sometime before I found out that I had cancer.

Tom Bronson (19m 2s):

And I knew that there were some, some great options. So many people have commented on my mindset throughout this journey, because it is absolutely been, you know, we're at success, we're going to beat this. It's, it's going to be in our, in our rear view mirror soon. In fact, next week on the podcast, I'm going to tell you a little bit about my story and a little bit more about my story and a little bit more about how I keep that winning mindset. So the next chapter of your book after you've kind of introduced the topic of mindset is that perseverance. So why would you talk about that after you talk about mindset?

Tom Bronson (19m 43s):

What does perseverance have to do with any of this?

Tom Hulseley (19m 46s):

Well, if I may just, just to kind of set the table here, Tom, I'd like to just give first of all, the dictionary definition of mindset. So we know, so we're on the same page here, but the dictionary defines mindset as a habitual or characteristic mental attitude that determines how you will interpret and respond to situations. And I love that, but then that's the dictionary definition and, and Perth, in regards to your question about perseverance, it really is a tool of the mind and keep going in spite of the circumstances that, and, and what seems

reasonably possible.

Tom Hulsey (20m 30s):

It's a trait that many people ha ha want to have, but have a hard time that shaving. And that goes with, you know, everything in life. You know, his perseverance really is a life choice, and it's about keeping ongoing, even when you don't see those immediate results, perseverance keeps your focus forward. And toward the goal, knowing that that accomplishing it will provide greater sex satisfaction and fulfillment. And as I mentioned earlier, having short, intermediate and long-term goals help me per persevere in my journey.

Tom Hulsey (21m 11s):

And, and you know, how does that really help anyone will having discipline, having that discipline will help you get back to healthier routines, mindsets and relationships.

Tom Bronson (21m 26s):

I think I hadn't really thought about it until we started talking about it here. And as I was preparing for this podcast, but so many people they'll they'll have the right mind, they'll start out with the right mindset, you know, winning attitude, moving forward attitude is everything kind of a thing, but then they hit those obstacles, right? I mean, because there are roadblocks everywhere, speed bumps, I call them roadblocks. And a lot of folks will, the first time they experience a roadblock or if there are multiple roadblocks that they have to plow through, that's when they'll give up and turn the other way. And that's why I think, you know, perseverance is so important to many people give up the fight right before the breakthrough.

Tom Bronson (22m 14s):

Right. And do you, do you see that as well?

Tom Hulsey (22m 18s):

Absolutely. And you know, we all have obstacles in our life or curve balls is that column banned. We have them on a daily basis and some are more overwhelming than others. And I would say that the cancer was right there at the top of my list for a lot of people over the last couple of years it's been been COVID, but it's yeah. And that's why I think persevering and seeing, you know, in the end, what your goal is, will really help you, help you overcome and persevere.

Tom Bronson (22m 57s):

Absolutely. Yeah. That's I call it kinda no miss goals. And it's the kind of goals that you, that you share with everybody, right? You tell them your goals. If you keep your goals to yourself, it's no good. Because first of all, you want the encouragement. You want the, the people to hold you accountable, right. To, to reaching your goals and whatnot. And the funny thing is that sometimes people set goals and I'm guilty of this myself, I'll set a goal, but I won't tell anybody about it. We let ourselves off the hook pretty easily, way more easily than somebody else. If we ask them to hold us accountable to a goal. So, so I think,

Tom Hulsey (23m 39s):

And that, and that was it. And that was like I said, that was a mistake or a lesson learned. Now that I, in the beginning, I kept all this inside for over a year. And you know, one of the, one of the lessons learned is, is a cancer diagnosis or something, you know, life-threatening like that it can be overwhelming and it can also be very isolating. And lesson learned is you need to have a support group around you for whatever, whatever the challenge is, you know, whether it's health or business or whatever, but again, if you keep it inside and it almost, and I was there, it almost did me in getting very, very isolated.

Tom Bronson (24m 25s):

Yeah, that's it. You know, it's funny that you say that I, you know, even though I had the right mindset going in and I talked to my family and I talked to all my siblings, my wife's siblings, you know, her parents, my parents are long since gone, but, and I told our close friends, but I didn't really kind of go public with it until three days or two days before my surgery. And, and I have to tell you that when I, when I just published a, a short piece on, on Facebook about what I was facing and what was going to happen on Monday and, and, and for anybody who knows me knows, I just don't go to Facebook very frequently.

Tom Bronson (25m 9s):

Right. I mean, it's there and I have it and that, but, but I go once or once a month, twice a month, whatever, I just, I don't spend a lot of time there, but after I've made that post on Facebook, I can't even describe the overwhelming outpouring of support and friends of mine. Who've dealt with this before. And, and folks who, who just for the rest of that weekend, it was perhaps one of the more uplifting times in my life where my phone rang off the hook from when I posted that on Saturday morning until I turned my phone off on Monday to go have surgery, people calling just to support me.

Tom Bronson (25m 52s):

And so, so build a community right. And, and had, but this, this also applies to business, right? You know, you want, you want the support to reach your goals and targets. And then we'll talk about how this applies to business now. But before we kind of, let's wrap up on the book, I don't want to give away all the secrets in the book because I want our listeners to go out and buy it. And I'll tell you how to do that in just a second. But in the book, you do talk about one more concept that I want to bring up here, and that is live beyond yourself. What does that mean, Tom

Tom Hulsey (26m 29s):

Live beyond yourself? Well, I liked it. There's a quote that I, that I, that I've embraced in this journey and it's, and it's one, one line. It's not the one line that's on Jackie, Robinson's a tombstone. And it says, and it is a life is not important except on the impact it has on other lives. And for me, it's been, this has really given me a really, you know, maybe later in life, but I really have found my purpose in life. And it's all about paying it forward and making a positive impact on other people's lives.

Tom Hulseley (27m 11s):

And that's why I'm so involved with all these philanthropic organizations that are, that are, that are trying, that are making a difference in the world. And that's really what I want, I guess, my legacy to be, you know, all the proceeds from these books that I've authored are going back to, to worthy causes. Can you talk more about that in a minute? And it's not for personal gain, but it's all about paying it forward, because again, these, these life-threatening illnesses have given me a wonderful perspective on life and every day, every day is a gift.

Tom Hulseley (27m 51s):

And so

Tom Bronson (27m 52s):

Yes, it is my friend. Yes, it is. So, so before we kind of walked down and some golf on a tangent talking about some of your other men's health issues, how would you apply these lessons that you write about in the book? How would you apply those to business? Because most of our listeners are business owners. And so how would you apply these lessons to business?

Tom Hulseley (28m 16s):

Well, I, I like to the, the comparison or analogy you like to use is to the iron man, does the iron man has something that has been very, very, you know, something that is almost my identity, if you will. And iron man is a, is a, is a long day. And, and so is that Rita up to getting ready for the iron man. And, but in that long day of the army, and you have you just like in life, you have your ups and downs and how you deal with those downs or that adversity is really what defines you. And that's the same, same thing in, you know, in business or anything, anything else in life it's, you got you, you it's, it's all about having that, that mindset that, yeah.

Tom Hulseley (29m 9s):

And yes, failures are going to be part of that process, but that's that's, but that's all part of that and that having that a winning mindset, and again, it can be applied to anything in life.

Tom Bronson (29m 24s):

I agree. I agree with you now, before, before we go, let's this podcast is actually being released during men's health month. And I know that it's a busy one for you. Tell us more about what you're doing as a men's health advocate.

Tom Hulseley (29m 40s):

Well, I'm, again, I, I use it, some of these events that I'm participating in as a platform to share my story and to pride awareness and education to men's health issues, this, like I said earlier, men typically don't want to talk about health issues like, like women do. And, and again, I'm trying to, trying to change that if you will, for

example, a lot of people everybody's familiar with, with the breast cancer and October's being, you know, breast cancer awareness month. Well, people don't realize that the numbers for prostate cancer are almost identical to breast cancer.

Tom Hulsey (30m 24s):

And, but there's not a lot being done about that. And so that's, that's, that's what, we're what, I'm what I'm trying to do. And again, June is men's health month. We've got zero in MIRI, Corolla, have an event coming up next Thursday, it's called a swing for hope. It's an educational event. I've taught golf and Allen. We have some great, great sponsors and would love for people to come out and support us. Like I say, it's an educational event. We have some great kind of great speakers lined up and very close to father's day.

Tom Hulsey (31m 5s):

And then also this is all also national cancer survivors months. And this,

Tom Bronson (31m 12s):

Yeah, wasn't this past Sunday.

Tom Hulsey (31m 15s):

And they actually, they had to go cancer, excuse me, national cancer, national cancer survivors day.

Tom Bronson (31m 24s):

Yeah, June 5th.

Tom Hulsey (31m 27s):

And I did something that was, I thought pretty unique and, and brought more awareness to, to my mission if you will. And I competed in the escape from Alcatraz triathlon in, in San Francisco. And so again, it gave me a platform it's a very difficult race, but also into a higher cause I guess if you will, I was honored if there, if their fitness festival there at ethic triathlon, I was, they gave me a booth to sell my book. And though it wasn't cancer related, all the proceeds went back to a charity in San Francisco that it supports underprivileged inner city kids.

Tom Hulsey (32m 18s):

And so it was just such an honor that I was able to, you know, make an edit. I'm able to make an impact on, on young kids that maybe don't have, you know, are, are blessed with, you know, a great upbringing or whatever. And, but I'm so honored to be able to, to use my use book and my platform to again, make, make a positive difference.

Tom Bronson (32m 46s):

I think that's a wonderful way to spend that. And I just think it's very admirable what you're doing. So let's,

let's wrap up our conversation about winning mindset. One last question, business question for you. The podcast is all about maximizing business value. As you know, what is the one most important thing you recommend business owners do to build value in their business?

Tom Hulsey (33m 14s):

It comes down to really one word and that is, is mindset. And having that right, having that right mindset. But many people in the business world will call it a growth mindset as opposed to that fixed mindset. So you can just very simply having an and nurturing that, that growth or winning mindset.

Tom Bronson (33m 38s):

And although Tom Hulsey here talks a lot about that mindset as, as a, a cancer surviving tool, there are many, many great lessons in this book that you can apply to your business. And so I kinda thought you were going to go there with a Tom. So, but I can't let you off the hook. Every time we do a podcast, we have to ask our bonus question. And so Mo many of our listeners listen all the way to this point, just to hear the answer to this. And I'm actually anxious to hear this myself for you, Tom, what personality trait has gotten you into the most trouble through the years?

Tom Hulsey (34m 18s):

Probably I don't. I don't like to take no for an answer. I am very going back to perseverance when I, when I want something, you know, I, I go for it. I persevere sometimes, sometimes to the detriment and my, and my wife will tell you that too. So

Tom Bronson (34m 43s):

Yes, I, you and I kind of have the same tray there. It's unfortunate. So many people who answer that question, I identify with all these traits. And so I'm just a conglomeration of all the things that, that get me into big trouble. So how can our viewers and listeners get in touch with you, Tom?

Tom Hulsey (35m 1s):

Well, my I've got my website, which is just my name, Tom holsey.com. It's all one word. That's the easiest way to find me. And then I'm also, the book is on, is on Amazon, all the reviews on Amazon thus far, I've been five stars, which for me is very gratifying because I gain going back to that positively impacting people with different innate. And if you read through their reviews, you know, a lot of overcoming different challenges in their lives and how, how it's helped him, not, not, not just cancer. So my website or you find me find me on Amazon.

Tom Bronson (35m 43s):

Awesome.

Tom Hulsey (35m 44s):

Also to my website. And now my website, my email is, is tom@tomholsey.com. It's the same domain name. So very simple,

Tom Bronson (35m 57s):

Easy enough to find you. That's awesome. So, Tom, thank you for being our guest today.

Tom Hulsey (36m 4s):

My pleasure, Tom. It was such an honor. And thank you for, thank you for the platform and hope everyone has a, has a great men's health month.

Tom Bronson (36m 13s):

Awesome. You can find Tom <inaudible> Tom halsey.com or on of course you can find him on LinkedIn. Of course you can reach out to me and I'll be happy to introduce you and make a warm introduction to my good friend. Now, if you'd like a copy of his book, you can find it on Amazon. Just look it up by his name, Tom Wolsey, or the winning mindset, and you'll find it on Amazon, but we're also going to have a link to purchase it in our newsletter this week. So if you want to go to our website, be sure to subscribe to the newsletter is we will have a link to purchase Tom's book on our newsletter that comes out on Friday. This is the maximize business value podcast, where we give practical advice to business owners on how to build long-term sustainable value in your business.

Tom Bronson (37m 0s):

Be sure to tune in each week and follow us wherever you found this podcast and give us a comment or a suggestion for a future podcast. So until next time I'm Tom Bronson reminding you to choose your mindset while you maximize business value.

Announcer (37m 22s):

Tuning into the maximize business value podcast with Tom Brunson. This podcast is brought to you by mastery partners, where our mission is to equip business owners to maximize business value so they can transition on their terms on how to build long-term sustainable business value and get free value building tools by visiting our website, [www.masterypartners.com](http://www.masterypartners.com) that's master with a Y mastery partners.com. Check it out.

Tom Bronson (38m 7s):

That was perfect. I wouldn't make any changes.