



Jay Abraham Interviews Bruce Buffer

Jay gets physical as he interviews Bruce Buffer, the successful entrepreneur and charismatic announcer of the UFC, the Ultimate Fighting Championship. Bruce's philosophies and approaches, built over many years in business and in the fighting world offer great examples of employing successful ideas regardless of the industry you're in.

Jay Abraham: Hello and welcome. There's a quote I'm going to read from ESPN and it's about the UFC, The Ultimate Fighting Championship, and it says something rather intriguing. "No one will fight anybody until Bruce Buffer says so. More precisely, no one will fight anybody until Buffer excitedly booms "It's Time!"

Bruce Buffer is my guest and he is a man of many skills, many accomplishments and, as I learned, a plethora of attributes. He's involved in a multitude of career and entrepreneurial endeavors. You basically are a motivational speaker who has inspired people all over the world, right?

Bruce Buffer: Yes, that's correct, I like to think so.

JAY: Well, the articles I read confirm that. You have managed your brother's career and he is the voice of boxing, right?

BRUCE: He's the voice of boxing and also, if I may add to that, the ring announcer aside





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from the gentleman named Jimmy Lennon Sr. He did a lot of great fights, and was in the Rocky movies back years ago, but when Michael Buffer came out in the 80's, he brought a whole new look to ring announcing. He projected a James Bond image and made famous his five word, "Let's Get Ready To Rumble" phrase.

What happened is that people started paying attention to the ring announcer and everybody copied him; I never wanted to do that. I didn't want to be Frank Sinatra Jr. And I'm so proud and humbled and honored to say that I've now established myself as a unique niche in the market along with the UFC, which is unique in itself. I'm noticing that other people are starting to copy me, which I guess is the height of flattery, as they say.

JAY: Tell us as we're chronicling your rather spectacular career, some of the memorable implications and insights somebody would appreciate knowing about how you got to where you are today.

BRUCE: In today's society we're in an economic situation representing a thin line between ruination and spectacular success. Basically, it's very important to know where you're going, but it's more to see where you're going. I think the biggest advantage I've had since I was a young man and I started my first corporation when I was 19, is that I've always written everything down.

I try to look at life the same way I play chess or poker or even like I used to fight. Basically, the way to do that is to think three steps ahead. It's one thing to be in the moment and try and accomplish a sale, it's another thing to know what to do with that sale and how to keep loading that pipeline to create more income for your company. So when I set out to do something, I write down my goals. I try to approach and attack things that I have a passion for. I mean, it's one thing to sell a widget and a digit, but it's another thing to believe in the widget and digit that you're selling. I try to approach





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every day of my life by design. I never have enjoyed saying that I'm getting up to go to work. I like to say I'm getting up to live this day because every day to me is a day I need to prove myself.

I'm not one to sit on my laurels and say that I won the World Series event last year and I'm one of the best poker players. It's about the tournament that I'm in now, or it's about how good am I doing with the business that I'm attacking right now.

JAY: You're masterful in the martial arts. Which ones?

BRUCE: I have a black belt in Tang Soo Do, which is a Korean style, and a hybrid style called Jujitsu Do, and I'm also a kickboxer, but amateur, never a pro.

JAY: Okay, but you are masterful at chess. You have started and run an enormous number of companies. You've got a clothing line and you've got figurines that are made in your image.

What's the new one?

BRUCE: It's Jack Specific, which is one of the more popular action figure manufacturers; they're releasing my figure I think at the end of this year. And also too, I've been in about 10 video games, three of which I created and developed myself. I've sold about \$300 million worth of these. All the other video games are UFC games, which of course are very huge sellers.

JAY: I want everyone to know you're a multifaceted entrepreneurial-minded person who is not merely an entertainer. So let's go back in your career a little bit.

BRUCE: Thank you for all the nice words that you're saying. I really appreciate it, Jay.





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JAY: You are welcome.

BRUCE: I am a firm believer that I am no better than anybody else. I'm not cocky. Ego comes in two ways; there's constructive ego and there's destructive ego, which is more of a conceit. I am a very constructive egotistical person. I believe in myself. I have a tremendous sense of confidence. However, there's no difference between me and anybody else. I have a heart, I have lungs, I bleed and I breathe like everybody.

To me, it's all about the paths we choose and life is a game, a game to be taken seriously, a game that you can play as long as you want and succeed as long as you want. There will come a point that that game will end and you have to prepare yourself for when that end will come. So, this is my basic approach towards life. I had beautiful, wonderful parents. My mother's still alive. They taught me to treat everybody with respect, and that applies to my business side.

I treat everybody with respect. It's kind of a John Wayne theory. I don't lie. I don't cheat. I try to be the best person I can. I have another thing that has really worked for me, Jay, and I call it the Three Foot Theory. Number one, when I'm selling a product, a service, promoting an event, a venture, whatever the case might be, I talk to everybody who comes within three feet of me.

Now, if they're interested, I elaborate. If they're not, you let them go like a fish that's too small to put on your skillet when you get home; you put it back in the water. Okay? The other thing is, I try to make everybody around me as successful as possible, which comes in two forms. It comes in a form of mental wellbeing, and it comes in a form that we all search for, which is financial success.

If I help everyone around me make money, if everybody around me is successful—whether it's the secretary, or the people that pack the boxes in my shipping rooms or





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my VPs or my salesmen—it all comes back to me, tenfold.

JAY: I love it. Legendary Coach John Wooden said, "I never wanted the players to challenge themselves against anybody else. They knew in their hearts every day whether they were doing the best they could and whether they were doing better than yesterday and if they weren't, I don't think they were successful. If they were, even if they lost the game, they were successful."

BRUCE: Absolutely correct, and it's sort of a karmic viewpoint towards life. What you give out, you will get back; this is the attitude I had, and the fact that I am a people person, number one.

When I started my first company, I was in telemarketing and I sold products all across the country. I sold legitimate products. I had sales people; I taught them how to pitch on the phone. And at 19, I had a company that did millions of dollars a year. And then I went on to about 10 different telemarketing companies over the next 10 years. Also, not really knowing my passion, I was still finding myself. Even though I was successful, I had numerous other companies from security companies putting in cameras and security systems in commercial and residential properties, as well as a nutritional supplement company.

My dad was a screenwriter, and he said one thing that was very evident in my mind. He said there are 25 plots, but there are 150 ways to tell a story. When I apply that toward business, I thought to myself, well, the wheel can only turn in the same direction. You can't really make it turn differently, you have to really analyze the wheel is turning that classic line. So when I go into a venture, what I do is I look at the best of the best in that venture. I don't care what it is.

Show me anything, because to me, all business is the same. It's just the product that's





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different. So your application should remain the same.

I look at the best of the best, put it all together, formulate it and develop my own technique based on the best principles that I learned from observation. When I walked into a salesroom my first time at age 18, I looked at the top salesperson, and asked myself, "Why are they are making more money than anybody else? What are they doing?" It was very easy for me then to attain it and within two weeks I became the best salesperson in that company. I became the sales manager within three months and then I became part owner a period later, which is a whole other story that you can read in my book that's coming out next year. It really goes into aspects of business, when to take over, when to be loyal and all that kind of stuff.

JAY: We've got four different magazines teaching about Facebook, Twitter, LinkedIn, and Google and Google Plus. How you can take observations, lessons, experiences and discoveries that you've made of others or yourself and help them in whatever business they are in, large, small, here, there anywhere?

BRUCE: You have to know what your product is. You have to know what you're selling. The next thing to recognize is who is your direct market? Who is the quality client for your product?

That way, when you're marketing, you're marketing to people who are interested in your products. What is the demographic you're appealing to? What is the age of that demographic?

What does that demographic do?

We've gone through a lot of changes in the last 10 years, especially from the last 20 years, when the fax machine came on and changed business. Then all of a sudden, the





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email came around and totally changed business. Now we are in the world of social media where there is no privacy anymore. Nothing is sacred. This also is very valuable to business because now more people can see you and your products than at any other time.

It's very important for everybody out there to understand that the world of Facebook, the world of Twitter, as well as the other social media avenues that are available, are very advantageous to your business. A lot of money is spent on wasted advertising and wasted promotion. What I call it is ego advertising or ego dollar spent. This is where there is a full-page advertisement in a magazine.

We live in an ADD society. People, as a rule, don't read these days. You've got to hit them with bullets. You've got to hit them with Power Points to pique their interests. This is where the valuable avenues of Facebook and Twitter really come in. So after analyzing other people's success, and after you realize who's going to buy your product, then ask yourself who are the celebrities and the business models out there that these people are attracted to, even if it has nothing to do with your product. With social media, you can actually tag on to these people and attract the people who are attracted to them to come to you and your product. This is how I work it with Twitter and how I work it with Facebook. Now on Twitter basically I just surpassed like 51,000 Twitter followers. I've only been in Twitter maybe a year.

JAY: Congratulations! You're growing it.

BRUCE: Oh, thank you. Thank you very much. The reason I am growing is because, again, I tag on to other people. It's almost like follow the leader. This has become sort of follow the leader. You don't have to pay celebrities to represent your product, although it is a valuable point for many companies these days and certainly I enjoy it because I am asked to be a spokesperson for many different avenues, which I enjoy.





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But I don't ever promote a product that I don't respect or believe in. You can align with the celebrity out there and be able to tag onto them through their Twitter followers by tagging and mentioning them in Tweets.

A lot of people who go on Twitter don't really understand how to work Twitter and that's something that, Jay, I know you're teaching your people and this is very advantageous to business. Why? It can save you advertising dollars. Basically every dollar you spend on advertising you pretty much have to make four or five dollars back to pay for that. If you can avoid that then you're saving as well as making a lot more money.

I know this is a little juxtaposed for many people to understand, but if you really sit back and analyze it, it can really help you in your business. It's very important to save money in business today. Every dollar spent is a very hard dollar to get back. But there are so many avenues now to get free advertising and that's why I believe social media is a big, big advantage aside from just keeping your name and your product out on the marketplace.

JAY: Can you talk about the concept of "raving fans?"

BRUCE: I'm very happy to say that I'm one of the key faces of the UFC, the Ultimate Fighting Championship. Even they have grasped the value of the social media to the point that just in the last year; they're smart enough to have called in every single one of the fighters on their roster—over 250 fighters. They brought them into Las Vegas to their offices for a two-day seminar about how to work with Twitter and how to build their social following. What's smart about the UFC is it's almost like taking all the soldiers in your army and saying, "Okay, we're going to train you how to win this war even better."





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JAY: That's brilliant.

BRUCE: Everybody's important in a company. Your life is like a pyramid. I know pyramid schemes were the topic for many years but you know what, there's a valuable lesson to be learned from this. Done properly, life is a pyramid. Companies are pyramids. At the top of your pyramid are the owner and the president and the CEO, followed by the VPs, followed by all the other important management, to the sales people, to the secretaries, to the people that clean the office, run the salesrooms and ship the boxes out of the shipping office.

The base is the most important part along with the top because the base is what holds up the top. So everybody has a key role. If you teach everybody in your business to represent your company, even if they're not out there in your TV commercials, radio slots or your advertising, but if they're walking, living products of your product, which just mean they're representatives of your company.

You want to really sit back and analyze an approach that says, "How can I build the image of my company more? Let me go spend \$25,000 on radio advertising and advertisers," because if you hire a PR firm or you hire an advertising firm, that's how they make their money. They get you to spend money so they can make money. I've never hired an advertising firm. You don't need to. Well, you need to if you're making TV commercials because hopefully they know the ins and the outs of putting together a quality product.

I'm in business today to keep the bottom line as low as possible and to get as big an effect as possible only because it's so difficult to bring in huge dollars these days unless you're one of those key components like the UFC that's just swimming in money. Let me give an example of the UFC. I've been with the company for 16 years. The brilliant minds of Dana White, Lorenzo and Frank Fertitta bought the fledgling





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company for two million dollars in 2001, when it was about to go underground and the sport of mixed martial arts was about to disappear in this country. Four years later they found that, after advertising full-page ads in Playboy and Maxim and by doing this and doing that, doing everything they could to bring it out mainstream, they were \$44 million in the hole.

JAY: I don't think most people know that.

BRUCE: Most people don't know that. Then what happened is a company called Spike TV, a very young company; they gave them a shot. They met with them and they had the chance to build a company that basically would build a reality show called The Ultimate Fighter. Before that happened, the owner Lorenzo Fertitta—looking at the hole that was dug, even though this man was worth a half billion dollars at the time and now today is in Forbes magazine along with his brother as one of the top billionaires in the country—called Dana White and said, "You know what? You need to sell the company. Let's sell the company." Within a couple days, Dana supposedly had an offer for roughly around \$7 million dollars, give or take, from what I've read.

JAY: And it's 44 million in the hole at this point?

BRUCE: 44 million in the hole, but they were able to possibly sell it off for seven and a half million, eight million. Lorenzo, being as brilliant as this man is, thought about it and said, "You know what? Let's roll the dice." They rolled ten million dollars of their own money to produce the Ultimate Fighter TV show. They paid for everything.

JAY: So did they actually have a deal with Spike or they just bought airtime?

BRUCE: No, they brought a ton of ads, from my understanding; they paid for pretty much everything.





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JAY: That's pretty wild.

BRUCE: And what happened is the first season was very popular, set records on Spike TV in the 18 to 34 demographic, and other demographics too; it was a record no cable company on Spike's level ever achieved. Then we have the finale. In the finale, two fighters fought named Forrest Griffin and Stephan Bonnar fought a fight that today is considered one of the greatest fights in UFC history. An unbelievable barnburner of a fight. They got a rating, to my memory, of around five or more points on the Nielsen ratings, which is huge for cable, huge.

The fight was so great that people became enthralled with the UFC. We had millions of fans worldwide but we were being pushed underground. Now all of a sudden, we're on Free TV, millions of new eyeballs came in. So when their next pay-per-views came up, they followed the classic route of wrestling and boxing, which is Free TV, Free TV, Free TV – pay-per-view. Free TV, Free TV, Free TV pay-per-view. All of a sudden now, the sport took off. Today, about some six years later and some 12 seasons of the Ultimate Fighter later, the UFC supposedly is worth in the area of \$2.5 billion or more.

JAY: Now, what do you think the psychology that galvanizes the market so strongly is?

BRUCE: Dana White once said, "Listen. There are four corners. There's a tennis match on one corner. There's a baseball game on another corner. Basketball on the other corner. And then a fight breaks out on the other corner. Everybody leaves the other three corners to go watch the fight."

JAY: Indeed.

BRUCE: This is something that's innate. Organized fighting, which was created back in





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the ancient days of Pankration, when in the Coliseum and area in the great Greek days, people would watch two men naked in the mud fighting to the death. Okay? Suddenly rules were established and then also gladiators came to those times. Out of this, all the fighting techniques were developed around the world along with the ancient martial arts of the Asian culture and the Eastern Zone.

And so fighting is something that's been in blood forever. It's been in man's blood. It's been in women's blood. It's innate in all of us, even the most peaceful of us. If you saw a movie like Straw Dogs, the original Sam Peckinpah film with the one that was released recently, fighting is inside all of us; it just needs to be brought out. It's inside all of us in sport. We love to watch it even though some say they don't like it, they're fascinate by it. Trust me.

JAY: And actually, some of the athletes are rather remarkable people too, aren't they?

BRUCE: The established art of boxing has always been fascinating. It's the hardest sport in the world when you got to motivate yourself to get out of bed and train the way these people do and go in and win a one-on-one war, which possibly could kill you. And now what's happened is that the sport has been created called Mixed Martial Arts and it's gone from being a spectacle event to a mainstream sport.

JAY: So what do you think that says?

BRUCE: What it says is there is always room for something new to come along and establish itself and become something great. But at the same time, what it says is that the competitive spirit amongst the human mind out there, men and women both, is a very key factor in life. A single man's achievement to become the champion of the world has always been fascinating to everybody. Case in point, today still, many years after he retired, the most famous man in the world is Muhammad Ali.





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JAY: Indeed, that's right.

BRUCE: Today still. Even Mike Tyson, but the allure of Muhammad Ali is much greater in my opinion.

JAY: If I give you all four—Facebook, Twitter, LinkedIn, Google—give me your thoughts on these.

BRUCE: Well, LinkedIn is very solid, a very advantageous company. I'm not a huge practitioner on LinkedIn right now, although I know I need to be and I'm working on it. Google of course, we all know what Google brings to the table. Facebook... I'm like you, Jay. I'm very busy. I almost need more hours in a day. I wish they would create a 36-hour day in a 9-day week so I can get everything done.

I need somebody to manage my Facebook material. My favorite is Twitter because you can send quick, bullet point messages so people can click through to what you're trying to show them. You can configure your Twitter so that everything you write on Twitter shows up on my Facebook. So I'm killing two birds with one stone.

JAY: It's good leverage.

BRUCE: Yeah. It is good leverage. So I really like Twitter and I find it's effective and keeps me in direct contact with my fan base and my sphere of influence. I find Twitter to be a most valuable aspect for me in the social media world. Once I load my Twitter pipeline, I want to keep reloading it, just like a gun.

JAY: There's a guy that I really admire who says most business people ask themselves the wrong questions. He says they ask, "Am I worthy of this goal? Can I really make a living? Can I really compete with all these generic companies? Can I really retire and





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have a good income or an asset I can sell?" He says they should be asking, "Is this goal worthy of me because I can do so much more?"

BRUCE: When I was young, my dad used to say to me, "I can do anything better than you." And I would always say it back to him. And I used to think to myself, Well, I can do anything better. Or I can at least do it as well. You've got to believe in yourself. I think in life there's a low level of confidence. There's also some people battle with low self-esteem.

Some people have a hard time standing in front of a group like you and I do, Jay, talking to people. It's one of the scariest things for a lot of people to do. However it's all in their minds.

You have to look in the mirror and tell yourself that you can do these things. Remember when I said in the beginning of the interview, "I am no better than anybody else." It's all about the paths I choose. And I always want to do the best job I can. To me, competition breeds success, as success breeds competition. It's all good. Let's just say nobody's going to overtake the UFC because three people have tried; they've lost \$50 million in the process trying to do it. But there's a point where you can attempt to be an overachiever, an over dreamer of goals. You got to set realistic goals for yourself. You got to make \$50,000 a year before you can make a \$100,000 a year. You got make a \$100,000 a year before you can reach that next goal of a quarter million a year. Be realistic in your goals.

I find in this day of changing values, morality and above all, the change in the technical side of our society, a lot of older companies—because of the demographic of the owners— a lot of times they're not willing to adapt to what is out there to take advantage of the electronic technical world to make their businesses even more.





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JAY: So how would you encourage? How would you guide so they would embrace it enthusiastically and take and make the most of it?

BRUCE: When you see somebody new come on the block and his or her idea is suddenly taking off, you need to ask, "What is this new person doing that I'm not doing?" So try to analyze your competition. It's really easy, you don't need to go out and buy a book, just Google your competition and find out what the heck they're doing.

JAY: When I do consults and when I do interventions, the first thing I say is, "Okay, well, what do we know about the competition? What do we know about their selling approach? What do we know about what their positions? When they say, "I don't know," I say, "You've never looked at them online? You've never talked to their client and you've never really tried to grasp what distinguishes them and why somebody buys from them and not you?" Very interesting isn't it?

BRUCE: Now that's another story, but when somebody says I know everything that means that they don't know enough because they're not willing to adapt and learn. On my radio show on my site Bufferzone.net, it's a lifestyle show. Part of the show is a segment I call the 180 Segment. Call me up and talk to me about what whatever you want to talk about and I'd either agree with you or I'll pull a 180.

We'll debate it but I'm always willing to change my mind because I'm always open to the fact that there's something new to learn or maybe my opinions aren't right due to my being too stoic. Stoic is a beautiful strong word but it's not a healthy attitude when it comes to business.

You've got to be pliable, you've got to be bendable, you've got to be willing to adapt.





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JAY: It has been said that 95% of all small businesses never reached their goals and the reason is they don't have goals. They have hopes and dreams that are so abstract, not reverse engineered. You have a quote about the fact that only 2% even come to the party?

BRUCE: Yeah. I call it the 98%–2% theory. I believe that 100% of the people out there, including me, we dream, we think about where we want to be, the whole bit, but only 2% ever actually achieve their dreams and put them to work. Basically those 2% make up the leaders and the most successful people in the world today. Why? The reason is they don't only think about it, they do it.

JAY: What do you think is some really solid actionable advice for entrepreneurs here who may be ambivalent, a little bit tentative, contemplative and not really allowing the greatness to flow?

BRUCE: Let's take an example of real estate as a matter of fact. Okay, there are always so many houses out there and the houses pretty much sell themselves, but there's a ton of real estate companies vying for that same listing. They are trying to sell that house and the surrounding house. What separates them? You have to come out with something completely evolutionary and new, then you've got to separate yourself. There are 20 real estate companies within probably 5 miles of my home. They're all selling products in the same area but how are they selling it? How are they branding themselves?

How are they standing out from above even though they're selling the same thing? This is where branding is very, very important. There is an MMA promotional company called King of the Cage, which I announce the first 11 of their first 12 events. I remember the owner called me up one time and he said, "You know, my guy, Ricco Rodriguez, he just won our heavyweight championship and now the UFC has scooped





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him up and he's going to UFC. I spent all of this money on him. Helping build my name and my company and get people to my shows, and they steal him. What am I doing wrong?"

I say, "You're a B level company that's very successful in its own right, but the 800 pound gorilla is going to scoop up your best fighters. So the biggest mistake you're making is you're concentrating on having the fighters promote who you are and promote your brand, so that when people hear King of the Cage it's not really about who's fighting on the card that night; the fact is they know when they go there they're going to get the best entertainment in town.

JAY: So, one person who made a big, big impact on me said, "Basically, the mistake with most people is they're obsessed with an end product. The truth of it is that the process is what it's all about, including this dialogue we're having." Another person said, "You fall in love not with the business you're in, but the people that business impacts." I'd like you to integrate the two if you can and give me a hybrid answer.

BRUCE: You can have a diamond in your hand. A diamond, meaning your product and if not marketed correctly, it's going to appear like a piece of coal; nobody's going to buy it. However in today's society, as exemplified by a TV show called The Jersey Shore, you can have a piece of coal in your hand, but if marketed correctly, people would look at that as a diamond.

JAY: Interesting.

BRUCE: It's about marketing and branding, and applying that to your social media. What makes your Tweets or your Facebook posts any different than anybody else's? Are they unique? Are they indigenous to your product? Are they representative of you so that when your Tweet or post comes out people who follow you know the fact that this





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is Bob, the guy I'm really looking to hear from? Or do they want to hear from Susie, who sounds like everybody else?

It's a matter of how do you stand out from the crowd, okay? There are a lot of people living in this world. The bottom line is how do you stand out? I'm not talking about whether you go to the gym and have the best body or you're the prettiest girl, or you're the most handsome guy, whatever. How do you stand out? I can look like Quasimodo, but I will figure a way to stand out. Of course, Quasimodo probably would stand out.

JAY: There's an authenticity that I think people have when they try to put themselves in the mind of the recipient of whatever action or communication is going on. I think that's one of the most missed opportunities in the world, don't you think?

BRUCE: Yeah, absolutely. Once you create an authenticity, uniqueness, you will always stand out above everybody else. And if you change companies or products, or you start a new venture, you will still stand out. So, when Jay Abraham says, "Well, I decided to back a company, or to start a company that sells ABC product different from anything else I've ever sold," then your reputation, your branding, your marketing abilities all follow through, which can almost immediately create instant success for you. Then, what it comes down to is just how good your product is. It's like when advertising agencies or even event promoters, or whatever the case might be, call up for the services of my brother Michael Buffer or myself. I say, "Listen, the reason I'm telling you this is what you need to pay me is because I am here to enhance your product. If I can't enhance your product, you shouldn't pay me." That's what I need to do. That's the kind of confidence I have, Jay.

JAY: I got a great quote of yours that I like, too. ESPN was asking a question about poker and UFC, and you said two things. You talked about how exciting it was and you talked about how to give a 150 percent every night and that your passion is actually





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rising by the month. I underscored that and starred it. Then you said when that passion dies out, you're out. I'm paraphrasing, but I think that passion is a pile of light in most people's heart and business and I think that's a pride to you, don't you?

BRUCE: Absolutely Jay. Running a business is a 24/7 positive venture for most but it's only as positive as you make it. When you don't get much sleep the night before, when you have a cold or whatever, your passion is what drives you. Your passion is what will take you to that next level to create that incentive to reach for that carrot that's available. If you're out there working for a salary paycheck each week, I commend you; I'm not putting anybody down. Even when people work for me, even if it's again the lower level employees who are working for me, I've always got carrots out for them. I always pat them on the back when they do a good job. You want people to share your passion because this is your team. Now your team will only share your passion if you would exude that same passion in yourself because they are following you, you are the leader. You need to lead by example, be a product of your product and wear your passion on your sleeve.

JAY: And where do you get the passion?

BRUCE: I draw the energy from my passion. If that passion, God forbid, ever wanes—and thank God it's just getting stronger—then it's going to become work for me, Jay and that's going to become the time where I seriously consider retiring. I must say, working with the incredible athletes and some of those amazing personalities I've met in the UFC—their passion fuels my passion, that's it. It's like let's all be passionate, let's all have fun.

JAY: I think that's great, I'm smiling just thinking about how many passionate people I've met and how they're contagious and how many dispassionate people and how they are almost toxic.





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BRUCE: Oh, so toxic, Jay. Have you ever walked into a boardroom of a very successful company or into a meeting with a very successful company and people are so unhappy? Not just because they're sales may be down or maybe the sales are up, but they're just unhappy.

They're unhappy people, it's like, "My gosh, what are you doing wrong?"

JAY: What one question, profound, provocative or pivotal should I have asked you that I didn't and if I asked you how would you answer?

BRUCE: I'd probably ask me where do I see myself in ten years? What are my future plans?

JAY: What would your answer be?

BRUCE: My answer would be to make everything I have going continue in each game that I'm playing, to be successful as I drive to play that game in the Super Bowl. There's always somebody who's more successful and that is a driving force for me. I get back to the fact that I look at those people that are more successful and I say to myself, "How can I get on their playing field?" Then my next step is, "How can I run past them?" So when I'm approaching the finish line, I don't see a finish line, Jay, I just see a top of a mountain. As I run and I think that I'm at the top of the mountain and I achieve a certain goal, that mountain seems to get taller.

JAY: Yeah, another peak?

BRUCE: Another peak.

JAY: What's the one wish or the one hope you would have for everyone reading this?





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What do you want to make darn certain they get out of this above and beyond everything else?

BRUCE: Please believe in yourself. It's the old story; you can't love somebody else to the best of your abilities until you love yourself. Ask yourself what you need to work on. In the social media world, in your business world, what is it that you really need to work on? Look in the mirror; don't ask yourself sitting at the desk. I want you to go to your bathroom and go to the mirror, look at yourself and ask yourself, "What do I need to do? Do I believe in myself?" Then if you have any questions about that, write down the reasons that you either need to improve on or what is getting in the way.

Then really seriously give it some thought. Just don't go, "I believe in myself." Look in the mirror. When I say that. Look into your soul. Once you believe in yourself you can do anything. You can fly. If you see yourself flying, you can fly.

JAY: It has been an honor and pleasure. I am grateful for all the readers. Thank you.

BRUCE: Thank you, Jay. I invite readers to go to bufferzone.net. Everything you need to know about me is there. You can contact me and I answer everybody. Sometimes it might take me a week or two to answer you only because I'm on the road or whatever the case might be. However the beauty of social media is I can answer usually almost immediately. The other thing is that Twitter. I love Twitter and you can follow me. The way to follow me at Twitter is @brucebuffer, no space. Outside of that, if I can be of any service to anybody, let me know.

JAY: This has been great. Thank you.

BRUCE: Thank you so much, Jay. I wish you all the best success and I wish everybody out there the best success. Please, believe in yourselves.

