# Transcription

00:00:00

Do you feel like you're stuck in a rut in life or in a dead end job with no progression? I'm Jerry Dugan and welcome to beyond the Rut, the podcast that offers you the motivation, inspiration and practical tools to help you build a life worth living. Join me as I share encouraging stories and actionable advice on how to get out of your rut in life and create a vision for your future. Life is just too short to live stuck in a rut. Here we go.

00:00:25

U. The verse from Jeremiah, the book of Jeremiah, chapter 29, verse eleven. For I know the plans I have for you, declares the Lord. Plans to prosper you and not to harm you, plans to give you hope and a future. Those are the words that this guest really honed in on and held on to.

00:00:49

Shemaiah Reed. He's the host of a show called I am Refocused radio. And when I got to know him as a guest on his show, I realized right away I need to share him with you. So we're going to be talking about what was it like when he left college and found himself struggling to make that dream take off? What kind of work went into it?

00:01:10

Who supported him and gave him those moments of encouragement when he needed it the most? And when did he take time to reflect and make sure he was on the right path, to see when he was doing it for the right reasons and all those things? Because chances are you're wondering what is your purpose in life? You're probably asking yourself, what is my purpose in life? Is it really where I am right now?

00:01:33

Is it something bigger? I thought I'd be doing more. Well, we're going to learn from Shemaiah's process of taking that time to reflect, to stay grounded in what he wanted to do, how he wanted to impact the world and he made the adjustments needed to go make it happen. And hopefully that is something you're going to take away from this as well. So sit back, relax, grab a notebook and a pen and listen to the smooth sound of Shemaiah and you'll see in just a moment.

00:02:00

Here we go. All right. Hey Shemaiah, thanks for joining us. How are you doing, man? I'm great.

00:02:06

It's great to be on your amazing show. Appreciate your time having me on, man. Oh man, I'm glad we're able to pull this off because we met many months ago like, I think the end of 2022. You had me on your show, I Am Refocused Radio and I got to share with you a project I was working on at the time which is now launched and that was my book, beyond the Rut and I was like, man, I need this guy on. Here one, he sounds smooth, but on top of that you've got a message and a passion to help others succeed in their dreams.

00:02:34

Reconnect with their dreams. And that's essentially what beyond the Rut is about. So I thought it'd be great for people to hear you, hear your passion, your story and all those things. So I'm glad you were able to get on here. Yes, sir.

00:02:45

Man, I appreciate you just giving me opportunity, man. I love your show. Life is too short to live Stuck in the Rut, so I love that. Oh, man. I think you're officially the first person to realize that's my tagline as a guest.

00:02:56

So you get bonus points, like around the horn, right? If there were points and they mattered, you got some.

00:03:06

Now you've got a background professionally in media, so 3D animation, music production, some video production as well. Tell us about the work you do professionally, and then we'll get into more of your passion message from there. Okay, so my day job, and it's kind of funny because sometimes people are like day jobs. And that's what you brag about, but I brag about mine. I love my day jobs.

00:03:32

My day job over at Corporate America in Radio full time, and I kind of stumbled into it. And to not make it too long a story, I got my first shot in radio part time back in what 2015 ish, and the rest is history. I've been able to just learn everything about behind the scenes, producing shows, working for clients. So you talk about being humble. People already thought that I just started on the microphone when I came out the womb.

00:04:03

No, I had to earn my stripes. It's a lot of prep work that goes into just finding your purpose in life, and you just have to stay with the process. I have an ebook that people can check out, and it's basically off the play of the show. I'm refocus. Radio is just called Stay Focused, and it's basically like you find a goal and you stay with it.

00:04:28

You don't give up, you never quit. It's an opportunity for you to leave your legacy. So back to the radio gig. I first started out, it was just like doing all the work that no one else wants to do, right? Do this, do that.

00:04:42

And it's like, okay, do this, do that. And over the years, I just kind of tried to learn as much as I can from the talk show host I was producing for. And they will always take time to give me behind the scenes do's and don'ts when they prep for the show, how they book guests, how they structure their show, how they have the rhythm and the flow of their show. So I learned a lot of not just audio editing and audio recording, but also how a person delivers the content. And I had a wise person told me he's no longer with us, but he took a quote from someone else that is probably very popular, but he said, People will forget what you say they probably forget what you do, but they will never forget how you made them feel.

00:05:26

And it's those moments on the job where you just kind of put in your pocket, like, okay, that's a good gym. I'm going to put that later. And before you knew it, I do have a side hustle. So my side hustle is my production studio LLC, where we do photography and video work. So it's kind of different than Radio World, but I took all those great feedback from working with clients, right?

00:05:49

So I was a student. I'm a sponge, and I just kind of use it to apply every day in my job. And it just kind of birthed new opportunities. And now you speed up. I had a magazine before I had this job too.

00:06:03

So magazine is called Refocus magazine. And one of the people that I interviewed ended up being my founding sponsor for OmniFocus Radio. So his name is Rico Rodriguez. He has a barbershop here in San Antonio, Texas. Back in 2017, we started doing a podcast.

00:06:22

Actually, 2016 is when we had our whole beginnings. I don't like that year because it was really terrible. Content grew over time, but we never. Liked our first year in podcasting. We're like, go past that, go past.

00:06:33

That, never go back, not listen to those interviews. But 2017, Rico Rodriguez, he allowed me to start a podcast in his barbershop because he's the one that said, hey, you have a crazy voice. You should go for this. And mind you, I was still part time in my radio gig. So Thursday mornings, I will go to the barbershop.

00:06:56

And I just went out on faith. I got four microphones, only had one person interview. I had a mixer. I didn't have all this zoom stuff and StreamYard all these amazing platforms to record. I was using, I think, Audacity or something to capture the audio.

00:07:15

So I was very humble. Beginnings at the barbershop. Just faking it until I make it. But I don't believe in faking it. I believe in just putting the work until the results start to show.

00:07:24

So I faithfully went to the barbershop Thursday morning, and Rico Rodriguez will buy breakfast for all my guests without me asking. I was like, Wait, how much I owe you? Because in a normal world, bartership is finally business. But I understand if you're going out of your pocket, I need to make you my sponsor or something. So, long story short, over the years of being work at a radio station, it just taught me how to work with people.

00:07:50

It taught me how to listen. And that's the other words of wisdom I got from one of the talk show hosts I produce. He taught me how you can use the power of listening, because when you listen to the guests now, you open up the opportunity to go deeper into the conversation. And because of that and other numerous people, I've been able to work for at the station. It allowed me, like I said earlier, use these next opportunities to really shine through those opportunities, because it's the work that brings those opportunities.

00:08:19

And we used to stick with it being at the barbershop, blah, blah, blah. The rest is history. The GM of the station put me to the side one time and say, hey, you should have a community show. So we had to work all the legal stuff out, make sure it was right. It's basically like a legal community show for the community of San Antonio and education, inspiration, and we are based in faith.

00:08:41

So that opportunity came, but these opportunities were coming because I was sticking to the process. So, like my ebook, Stay Focused, is you find a goal and you just stick with it. You never give it up. I had a saying, when you hold on your dream, your dream hold ons to you. Love that.

00:09:01

If you continue to trust the process no matter where you are, it's like the whole premise of the term Focus. Right. So I'm refocused radio means every day you refocus on your goal, refocus on your dream. Because the photographer right. As using as a metaphor, it doesn't matter how great of a photographer that person is, if they don't have batteries to run that camera.

00:09:24

You could be the MJ 23 of photography work, but if you're not powered by something, it's useless. And that's the same concept with my passion for this whole mission, where I'm a Focus Radio. So I have to do this. I'll give it to you. I don't mean hold the mic, but my mom is the main reason why I'm doing this.

00:09:44

She's my main anchor of why I do this. So is my dad. But I have to give my mom credit because she's the one that pushed me, and she's the one that did all down the scene stuff with emails, with the Refocus magazine and Refocus podcast, and I refocus Radio. I would not even be on this microphone if it wasn't for my mom getting her credit. Wow.

00:10:04

Yeah. And I know when my mom retired, I saw a dip in my downloads because she would actually make people listen to my show during her lunch breaks. So I understand the power of a supportive mother. Tell us more about the kind of support that she gave you in pursuing this dream. Yeah, man.

00:10:21

So I mentioned my side, hustle SPS, my production studio, LLC. We do photography and video services, so I have to give you a backstory. When I graduated from University of Toledo in 2010, I graduated with my billion degree interdisciplinary studies, focusing on philosophy and business. I studied Socrates, all this good stuff. When I graduated 2008.

00:10:45

Everyone remembers the car meltdown. My dad worked for Chrysler, so we experienced that. But the main thing was, when I got out Toledo and came back to San Antonio, I was like, man, I need to get a job because these student loans, those payments are going to slow down. So I got to do something. So I had the funniest experience trying to get a job in San Antonio for a short term because everywhere I went, it was like, overqualified.

00:11:15

You're overqualified. I went to all these just, I guess you can say, high school gigs. That is an easy win win. And I had a manager one time, I won't say the company, but they came out and they said, well, I see you just graduated from University of Toledo, congratulations. But I also know you're not going to stay here long.

00:11:36

So I was like, well, okay, I get it. But at first I was just frustrated. I'm like, man, I got to pay these student loans. They're coming. Like, the due date is coming.

00:11:45

It's not going to be extended. And finally we went to a local church and that's where I met my mentor. And that's when my whole life started to change to another chapter. Because at first I was like, man, why did I go to college? If that's the end result, then why did I go to college?

00:12:07

But my mentor, he worked at a local TV station and he said, yeah, our media department at this church needs help. So I'm thinking, okay, I'm going to do some big shot stuff. I won't be working the cameras, no guys. Funny way of saying slow down, you're going to earn your stripes. You're not going to be trusted to drive the truck.

00:12:26

You're going to be the one that's washing the truck first, or you're going to be learning how the truck works or whatever. So I had to earn my stripes. He taught me everything I need to know with business. He said, man, you should be entrepreneur. You're talented at this.

00:12:38

And one thing just led to another. And mind you, this is the kicker. That was my first job out of college, part time at church for a media department. And mind you, I never missed a student loan payment from working from part time. And also my mentor taught me how to get my LLC together and put that together.

00:13:03

And I always got gigs and I was always able to pay my student loan. There were times where I didn't know if I could pay my student loan and boom, I'll get booked for a photo shoot or a wedding or something, and then that student loan was taken care of. And so that whole focus thing is true. And my parents are faith based. So even though I'm kind of like a chill Christian, I mean, I don't want to get in trouble with anybody, but it's all about a personal relationship.

00:13:31

And that's the kind of stuff my parents always taught me. And that's the only reason why I've been able to talk to famous people, because I'm just in my lane. People say man, how do you do this? I'm like, there is no magic pill, man. I'm literally just like you, but I just have a passion and I just pursue it every day.

00:13:50

But there are days where it gets tough and I just question myself like, man, am I supposed to be doing this? But when you just know who you are, then it's like the metaphor I said earlier, it doesn't matter how great of a photographer you are, it doesn't work. The camera doesn't work. If there's no battery powering, the camera the body of the camera. And it doesn't matter how talented you are in life if you don't have a purpose, if you don't have a dream that is bigger than yourself, then it's like trying to shoot without a battery.

00:14:22

It has no power. So even your shots look great. It's never going to be captured because there's nothing power. Dream and just wrap up. That point is back to the church.

00:14:32

That was my home. Beginnings. I had to learn to serve. And that's the word that I think a lot of people can't stand because it requires you to be out of your comfort zone. It requires you to question, why am I being worked so hard for this little crumbs I'm getting?

00:14:48

But mind you, those little crumbs got me to where I am today. Yeah, you've said so much in just such a short time too. I'm picking up on a variety of key ingredients that have helped you pursue your dream. You have that support channel through your parents to encourage you to get you plugged back into church. You stayed faithful as well.

00:15:11

So there's like this purpose driven element of your life for folks, whether it's God, in your case, God. And a dream was your purpose driven approach. But I don't know if everybody's heard. The key thing that Shemaiah is saying here is that everywhere he's been, he's been a student, he has observed, he has learned. So whether he's doing what we would call a menial task, he's learning the ropes of how a radio station is run or a TV media suite is run or how business is run.

00:15:46

He picks up a mentor in a job that got the bills paid and now is able to run a side hustle. So wherever he's gone, he's been the consummate student of all things. And that's a key thing the moment we think we've arrived. And maybe that's something you could speak to Shemaiah like what happens to us when we start to think we've arrived. Man, two things happen when you think you arrive.

00:16:09

Either one, you appreciate it and you don't lose what got you there, or two, you start losing everything that you work for. And I'll explain that the magazine, refocus magazine, going back to that a little bit, it was blowing up. It was doing great things. As far as the influencers that we were able to get on locally, in San Antonio because it was kind of focused on local San Antonio. But what happens is when you feel yourself a little bit, you kind of get the ego in the way, and if you're not careful, you start to lose why you're in your position.

00:16:47

And what happens is I'm just speaking of personal experience without getting too spiritual, but God will start taking things away from you when you get too deeply into yourself. And what happens is you start doing things to be seen versus to actually help others. And what I mean by that is your platform is your platform to be an influencer. And if you use your platform only for yourself, then you start losing the mission, the core values. And I interviewed someone recently who was in the A Star department for Atlanta Falcons earlier this week, and she talked about core values and team building and building a culture.

00:17:37

Well, we have to treat that with our life as well. It's not just professional but personal. How are you building your environment? Because back to the photographer metaphor, if you are in any environment, it's the photographer's job to adjust the lens the way it needs to be to capture the best picture possible. Well, that's the same thing in our life.

00:17:57

We have to adjust our lens whenever we are in bad environments because it's not the bad environment that's preventing you to grow, it's you yourself. And until you're ready to grow, you won't be able to learn from the teacher that's teaching you. Until you show up ready to learn, you can never be taught anything because when the person has the mindset that I know everything, then that person starts to get ego driven and say, well, God, I'm doing my thing without me, man, who else going to do this? And God will be like, well, you're fortunate that I even chose you because I can choose anybody. So it's not that you're doing me a favor.

00:18:39

I did you a favor. I try to tell people Jeremiah 20 911 is probably my favorite scriptures in the Bible because it says, God knows. He doesn't question the plans. He already knows the plans that he has for you. And I believe the way the whole world is right now, it's a lot of chaotic situations going on.

00:19:00

It's a lot of things happening in people's lives. I mean, it's a lot of things I survived. And when I look at all the things I survived, I can only give credit to God. And I can only say it's because he sustained me, where I can learn these lessons and turn the page and move forward in my life and without him sustaining me. I can't have the platform, I can't talk on the microphone.

00:19:23

I can't inspire people. Because if I do on my own power, it's going to fail. I hate going back to the metaphor, but I feel like it's the thing for the show. But going back to the batteries and a camera, if you don't charge those batteries up, you think you can just go in photo shoots all day, every day, your battery is going to die. Well, if you think you can live your life without God, your battery is going to die.

00:19:44

And he has to recharge you. And there's times where he has to sit you down and say, hey, you ain't listening to me. So I'm going to sit you down and you're going to learn this all over again. Because you think you Superman or superwoman. You're just going to do this your way.

00:19:57

And he's like, you don't even understand what I can do. And here you are, this tiny little ant thinking that you can just do everything yourself and that you can figure this all out. He didn't design us to figure everything out. He designed us to learn and reflect. And the power of reflection enables us to go to the next chapter.

00:20:19

The problem that I face and that still overcome to the day, this day, is when you ignore reflection time. You repeat stories. You repeat chapters in your life that should have been left a long time ago. But when you are willing to learn, then you're also willing to put down and let go of things that have been holding you back. Wow.

00:20:40

Yeah. It's like when people say the definition of insanity is doing the same thing over and over again but expecting different results. Yeah. Taking time to reflect of what am I doing? How is it working for me?

00:20:53

Where is it I really want to be in life. Taking that time to slow down and think about those things really does open your mind up to what if you didn't do that anymore and tried something different? What would that different be? And how would that different help you actually get back on the track that you want to be on? And it's so powerful.

00:21:12

The thing you said about the photographer's job is to adjust the lens to get the right picture that's needed for that shot. That is huge. Perspective plays such a big part in what we do with what we have in front of us. I've seen folks get stranded in it, actually. I've seen this myself being stranded in an airport, for example, overnight.

00:21:34

It's like, hey, flights are canceled because there's a big thunderstorm outside that could destroy all your planes in flight. So going to have to stay here tonight and we'll put you on a new plane first thing in the morning. And you'll see people react in one of two ways. Some people will be like, oh, that's impossible. I must be home tonight.

00:21:48

And this is horrible. Why does this always happen to me? And then you have other folks seeing the same situation, think, well, you know what? I'm not outside in that thunderstorm. That plane's not going to get struck by lightning.

00:21:59

And crash with me in it. And I got a flight for tomorrow. Everything's fine. It's good. And I also have a phone.

00:22:06

I can call ahead to my friends and family, let them know I'm going to be late. And the facts of the situation are the same. The way somebody approaches it is different completely based on the focus that's on that lens. And I love that analogy that you've been giving us. Now your show.

00:22:23

I am Refocused radio. You've talked to a variety of people, myself included, and then you've had some famous people, which is not me. I'm not in that bucket. That's okay. That's not my lot in life right now, or is it supposed to be?

00:22:37

And I love that you share the stories of others who can talk about them pursuing their dreams, them reconnecting with their dreams, them changing their perspective. So everybody, that show is called I am Refocused radio. I listen to it on Apple podcast. I think it's on spotify. And then it has its own website, I am Refocusedradio.com.

00:23:00

Is that right, Shemaiah? Yes, sir, that's right. Awesome. So that's where you can listen to the So. And the ebook, I assume, is off of the website as well.

00:23:11

I am refocused radio. Yes, sir, that's correct. Awesome. There we go. That's the CTA there, guys.

00:23:17

You got to get that ebook now, if folks want to get a hold of you, maybe they want you to be a guest on your show, or maybe they have a great story to share on Im Refocused Radio. What's the best way for them to get in touch with you? Yeah, on our website, you can definitely go to our Contact us page, and that tab will kind of just give you the whole spill of how you can get in touch with us. But the easiest way is our email at man@imrefocusradio.com. And yes, we get a ton of emails, but I can really pick through the ones that stick out.

00:23:54

So if you want to get picked out faster, my advice is give me your website. Give me your cut to the point email pitch. Don't give me, like, 20 pages to read because I probably won't be able to finish it. But if you give me just a very short, descriptive idea that you want to explore with me, those are the fastest ones I'll respond to. So that's the advice for that.

00:24:21

Yeah. And I know firsthand you run a tight ship. I remember when I pitched you, I was like, man, I wonder if I get picked. And then you picked me. I was like, okay, cool.

00:24:29

And I did even more homework. I'm like, oh, I better bring my AA game because this guy's a pro. And it was like, I think 1520 minutes. You were like, right to the point. You drew out of me some really deep stuff that I didn't think I could do within such a short window.

00:24:48

And I've been sharing that episode with folks left and right. Shemaiah know what he's doing, guys. That's all I just wanted to tell you there. Now, before we go, are there any final words of wisdom you have for our listeners? Yeah, man.

00:25:03

I was looking forward to this question because you asked me in the green room before you started. I really love this question and the reason why is because it is a quote I kept with me in high school. I found it in high school my sophomore year and I kept it in my wallet until I walked to stage versus Toledo and I read it that morning before I walked the stage because it means that much to me. And it's by Blaze Pascal. He said, in faith there's enough light for those who want to believe, but also enough shadows to blind those who don't.

00:25:36

And that is a quote that basically made me want to study philosophy when I went to University of Toledo, I started as a film major and then you know how it goes in college, you just switch like the wind. So I switched my wind to philosophy and business. But that's what I'll say to the audience. There's enough light if you want to believe, but there's also enough shadows to blind you and distract you if you don't. So you have to understand it's not easy.

00:26:02

You think I did 900 plus interviews and I just kind of did it in my sleep. Please. I wish is not easy. And I feel like that's the only reason why I am successful. I think success is the byproduct of not easy work.

00:26:18

All right? That's the byproduct of success. You want success, get to work, period. Because it's not easy. And you have to understand it's not easy.

00:26:26

You have to be comfortable. That's not easy. And until you do, it's always going to be uncomfortable. You're always going to be frustrated. You're always going to blame everybody else until you can look in the mirror and say, hey, it's me today.

00:26:36

I messed up. Until you can own that, you can never have a platform. Man shaman. That was the perfect way to end this episode. I'm glad we're able to reconnect again and I didn't realize you're in San Antonio, so we're going to have to stay in touch.

00:26:49

I'm up here in Dallas, so yeah, I'll have to swing by sometimes. Hey, I'm in town. Let's go get a burger or taco. Definitely, man. Awesome, man.

00:26:56

Thank you. Now I hope you took a lot of notes, you found a lot of encouragement. You're fired up. You were probably taking notes about what is on your heart, what is your purpose in life, where have you gone a little bit off your path, your intended path? How do you get back on?

00:27:12

Because again, he knows the plans he has for you, the plans to prosper you and not to harm you. And while contextually. That was given to a group of people who were under siege, chances are you feel like your life is under siege, and I just want you to know it doesn't have to stay that way. You can look up, you can look forward, as I said in my book, beyond the Rut, and start to see what is possible. What is the path you really want to be on?

00:27:41

Not the path somebody put you on, not the path you wound up on because it was the easy comfort zone, groovy type of thing. But truly, what is the path you want to make in your life, to make the impact you want to make that is beyond the Rut. Now you can get the show notes for this episode at beyond the Rut.com. Three, eight seven. There you can find more links to imrefocused radio, some resources related episodes.

00:28:08

My book so much more. And if you're wondering what else can I do, Jerry, to support your show, hit the Share button right now and send this episode to somebody you know who would really love to hear Shemaiah's message, to hear what he had gone through, to hear how he's really pursuing the life that he's dreamt of living. Now, I'm glad you joined me for this episode and I look forward again on the next one. But until then, go live life beyond the Rut. Take care.