

You know how when you think of someone you love you just kind of smile and feel the love for yourself? You know how when you think of a friend you haven't talked to in a long while and bring back the good memories and feel the good feelings for yourself at that moment? Let's not be selfish, now. Make the call.

My name is Sergio Gutierrez and I am an artist, musician, speaker, but most of all, a man who is passionate about life and the people in it. I am absolutely thrilled to be approached by Clark to write this foreword and I'll tell you why.

Clark and I met back in 2015. It was just another day, or so I thought. Consistently training at 24 hour fitness, I never found myself going anywhere else because....why? The nearest one was in Carlsbad, CA just 2 minutes away from my home, all my gym buddies frequented this gym, and it was the newest Super Sport around. I was dialed in right? Not quite. I tend to be a "yes" man because, in my experience, being a "yes" man or woman can take one to places never dreamed and hanging with people one never thought possible.

Well, here I am at Crunch Fitness in San Marcos, CA. A great friend of mine named Mike McConaghy who is an incredible musician, producer and recording engineer/owner of Eravox Studios in Oceanside, CA had invited me to train at Crunch Fitness with him one day. I was a "yes" man that day, like most days. Now, Mike has a really great colorful energy and we share a passion for many things. So when we're together, it's just two souls trapped in these vehicles we call "bodies" just spreading love through the things we say, do, and think....and BAM! Clark was there at Crunch Fitness with that same energy. I'm talking about the same energy as in- we physically gravitated towards him and he gravitated towards us like magnets coming closer together, inevitably smashing into one another with this amazing force! Before leaving we swapped numbers.

Make the call.

You know how people go around living this life thinking that everyone has it made? You know how so many people share their life's highlight reel on social media and making it seem like life is absolutely perfect and that your life is crumbling moment to moment? Well, let me hit you with some truth: We all cry, we are all insecure about certain things, we all have failed, we all have been ill and we all have created so many illusions of fear. But we also all have laughed, we all have shared euphoric moments, we have tasted great food that nearly makes us weep, we've seen beautiful things unfold.

Our brains are wired to look for the bad in situations as a survival mechanism. Most of us look at the lack. With the deep pool of the good things we've experienced mixed with the bad things we've experienced, we all need one thing. We need to be praised. From the homeless man without a shirt on his back to the most adored movie/rock star you can think of. Some of the most adored stars have taken their own lives because of depression. They are a public success but a private failure. We need one another to give praise and love because we naturally come from a lack state of mind.

I know Clark is a rockstar in the fitness industry. I know he's an incredible soul. I've seen the photos, the show appearances. I've met his beautiful wife and children. I've chilled with him in his living room. I've seen him change lives before my eyes. I've seen what he does for his local community, the fitness community, and for humanity. This guy is someone that I truly look up to with all that I am. He knows he's all these things. But it never ever hurts to be reminded by those you love. So, when I think of him, I make the call.

Little did I know that on this particular morning when I made the call, I would be that last spark that Clark needed (you like my rhymes?). He was awake, but was he awake and ready to live this day with intent? Maybe, maybe not. But I know one thing. My brother needed some love that morning. Some praise. Some uplifting. He also needed an ear. Someone that would not judge him or even give him unsolicited advice. Just an open ear, man. Some LOVE! God, that's such an amazing and limitless concept! Makes me wiggle in this coffee shop bench at the moment.

I'll tell you why I made the call that morning. I simply was spreading some love on my social media at 5am while finishing up my morning routine. I get a "like" from Clark. You see, most people would look at that and say to themselves something along the lines of, "Oh cool, my buddy Clark liked my post. I wonder how he's doing. I haven't talked to him for a while. I should call him soon." Something I have learned, applied, and made a great habit out of...Make. The. Call. Not soon. Make the call now. My favorite 3-letter word: NOW.

You simply dont know what people are going through. Sometimes its not that people wanna pretend to be happy and that everything is alright. Sometimes its the mere fact that they don't want to push any of their life's problems onto you out of consideration. I didnt know Clarks situation at that moment. But I do know that I love the dude and wanted to let him know I was thinking about him. I didnt have to ask if he was ok. I didnt really even have to ask him how he was doing. I made the call. "I was just going to leave you a message and tell you how much I appreciate you, man, and that you're an inspiration to me!", I said. Now, I dont want to speak for Clark, but I think that refueled his how-important-i-feel-O-meter. We are all important. VERY important. Sometimes a simple reminder is all thats needed, and if no one is giving you that reminder on a regular basis, it can be very difficult to resurface the feeling of importance on your own. It is possible though. And the best time is in the quiet mornings.

This book is a great read and it teaches you that if you win the mornings, you win the day. We all want success, security, love, and excitement. Whats more exciting than being the director of your life's movie? Do you want to drive the dream car or sit in the back seat? To be successful you have to be committed.

If sleeping in hasnt brought you to a fun destination thus far then now is the time to rise and grind and create your magical morning. If not having written goals has brought your confidence level to nill, then now is the time to rise n grind and write out those goals during your magical morning. If your relationship with your significant other has bore you to death, rise n grind and make them pancakes. Be sure to write a fun note or a smiley with whipped cream on

the top. I often cook an omelette for my woman and, with ketchup (she loves ketchup on her eggs), I squirt “I -heart- you” or a smiley with heart eyes. She goes bananas! And if you simply don't know what you want in life, READ! Read to make your morning, your day, and your life magical. Reading at least 15 min each morning and before going to sleep at night has completely changed my life. How many times have you heard that? A million times right? 10 million times. But how often is that suggested and people dont do it? You have to be committed.

I will leave you with one more thing that has changed my life that will tie in everything quite nicely. I woke up one magical morning and was committed to making a list. A list of 50 people that I love, that I want to stay connected with, that I admire, that I want to collaborate with, do business with, and to check up on because they have mentioned to me about a personal problem/insecurity in the past.

50 people may seem a little overwhelming. But im pretty sure you can think of 10 and start with that. I have this list posted on my desk. I have it in my phone. I have it in my head.

Go down the list and make the call to that person/people that you feel at that very moment could use some positivity. You can never have too much love and positivity.

This list is the magic list that will catapult your life in a beautiful direction after making the calls. Sometimes is not a call. Sometimes its a text saying “Good morning, Clark! I was just thinking of the people that im grateful for in my life and you popped in my head! Have an amazing week!” the magic of meaningful, from-the-heart, words strung together and said with pure love will rejuvenate both parties like you wouldnt believe. It has helped my personal life, my spiritual well being, my business, my attitude, my gratitude, and my perception. It can and will help yours, too.

Clark, amongst many others, are in my thoughts and prayers on a daily basis. Hes also on my call list. He's a friend, a brother, a great father, an icon, a great husband. We all need to be reminded and praised. In fact, you're thinking of someone right now that can use a little love and praise.

Make the call.