

TPIS-BLUEPR-Systems

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Gentlemen, Antonio here. Let's talk about systems that keep you stylish.

Yes, systems. I think I'm one of the only style guys that talks about systems, but they're important in my life. I think it comes back to when I first started systemizing my business, and I realized that systems thinking can be applied to anything.

Those of you guys with an engineering background, you probably are saying "Well, of course, Antonio. What took you so long?" But it is one of those things that when you don't think about it, you just think that things happen. Oftentimes my business, when I first started off, was almost complete chaos. That is the same thing for most of our wardrobes for the way that we present ourselves to the world, the way we think about style.

We think about it occasionally. There isn't really a plan. It's not designed in a system that makes it so that we can dress sharp easily. Oftentimes, we create these barriers that make it hard for us. We don't have an audience that's cheering us on. We have a wardrobe that's set up so that it's actually hard to find the clothing that fits us that's going to make us look good. It makes it hard to put it all together.

Believe me, this is taxing. It takes away from willpower. That's one of the key concepts to understand when it comes to systems. Systems make it so that you don't have to leverage and use your willpower. Willpower is a limited resource.

What do I mean by this? Let's go back to a study they did with chocolate chip cookies and broccoli. They took kids and they put them in this room. Half the kids had to look at chocolate chip cookies for two minutes. They were not allowed to eat them. They could smell them. The adults said "Do not touch the chocolate chip cookie. Sit here. You can look at it. You can smell it. But you can't touch it. You can't eat it." Same thing with the broccoli, a whole different control group.

After that, they were given exams. They were given little tests. The kids that were told not to touch the chocolate chip cookie consistently performed worst on the exam. Why? They had expended a lot of willpower, a lot of resistance, to not touch that chocolate chip cookie. I think all of the kids at the end of the study did get cookies, so there was nothing cruel about this study.

But the point is, if you make it difficult for yourself to dress sharp, guess what? You're going to be less likely to dress sharp. If you make it difficult to be able to find your clothing, to be able to organize yourself, if you make it difficult – if you don't have a support group of people around

you to be cheering you on as you're going through this journey, you're going to be less likely to complete it, guys.

These five tips I'm about to give you, they're going to help you systemize your life. I've got a mini-course on the habits of stylish men. Very important that when you're through with this program that you go take that mini course. I've included it in here, but guys, let's talk about number one.

What's the first thing that a good system has to have? It has to actually work. I'm going to give you ideas. I'm going to give you habits. I'm going to give you examples. It may not work for you. It may not be right. It may not be something that fits with your lifestyle, with your needs. Do not imitate it, but take the idea. Find what works for you.

I had to adjust things to get them to work for me. I've got four kids. I live in a rural town. When I started off my companies, I didn't have the most money. I was very much on a tight budget. I also don't have people that I work with. I'm usually alone here in my office. I've got people over the world I work with, but it's via Skype, via the computer.

Because of that, I had to find systems that work for me. One of them is when I travel. This system may not work for you, but one thing I do is I take all my sports jackets and I put my business cards in two to three strategic spots, usually about 30-40 cards in each of these spots. Maybe a little bit less. The thing is when I travel, I never have to worry about business cards. They're always in my sports jacket.

Another thing when I travel: I always and actually I store all of my pocket squares in my jackets. I've got probably like ten sports jackets right over here. All of them have pocket squares in them. That's where I store my sports jackets. Makes it very easy. When I travel, it's already got the pocket square right in there.

That's a system that I developed. It works for me, and I use it. A system is only as good as you actually using it. Find systems that work for you, number one.

Number two: make sure they're cost-effective.

Some of us have a little bit more money than others. Other guys really don't have much money. It may be something that you're going to have to have a system that works for you.

Let's say you've don't have much time and you've got a great job. You're a doctor, you're a consultant, you're perhaps a lawyer. Then you want to check out a company like Men's Style App, Trunk Club. Actually, I'm going to recommend Men's Style App over Trunk Club because I've worked with them. I've seen their boxes. I'm very impressed with what the guys are doing over there. I know them. They're personal friends of mine now.

But if you look at Men's Style App, you look at some of these other ones out there, basically, they're sending you boxes of clothing that you can go through. Yes, you could try to source all of this yourself. Yes, you probably could save a little bit of money if you find these items individually. But for some of you guys out there – why would you want to spend your time? You would rather spend your weekend with your family than going out spending ten hours shopping or putting the stuff together.

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I also find these kind of companies are great for inspiration. But find something that's cost-effective for you. I knew one guy. He actually works for the local thrift store, and they had his measurements. He actually set up little games where he was like a head hunter like "Hey, if you see something in this size, call me." He put the money down literally. He's the only guy I knew that had an account with them. You can find ways to create cost-effective systems that work for you.

Another thing about systems is you need to make sure that they save mental energy. I talked about this at the beginning, but you have a limited amount of willpower. If the system doesn't save you energy, then we've got an issue.

An example that I'm going to use is my packing checklist. I actually use a piece of luggage called a Genius Pack. Really like it because you've got checklists of what I should pack and where. I've created my own checklist which you guys should have access to. If you don't, make sure to email me and I can make sure you get a PDF copy if for some reason, you can't find it.

But by having a packing checklist – and I'm not going to say mine's not perfect. Mine is for me. You need to create a packing checklist for you. But by having that system, it's going to save you the mental energy of not forgetting these. When you get on the airplane, you'll be able to rest, not be going through and saying "I knew I forgot something. What's it going to be this time?"

Point number four is reducing stress. All of your systems that keep you stylish, they should reduce stress. They should pull that stuff out on you. One thing that I use is I use a little valet. This valet allows me to put my jacket out, put my shirt out, put my trousers out, put my shoes out – allows me to see everything the day before. In fact, I've got one of them right here.

Nice thing about this is it does a good job putting everything in front of me, and I do it the night before. It's a system I have. Whenever I'm going to film video, I have the clothing that I'm going to wear already pressed, already laid out I get that done because if I show up to my studio and my clothing is not prepared, most likely, I am not going to film that day. I'm going to get busy ironing and doing other things, and then someone's going to call. Actually, I try not to take too many calls. But it'd going to be a friend, maybe a family member.

Things will happen, and I will feel productive doing all these other things, not filming. But I've got to film. By rigging the game, by having my valet, by having my jacket pressed, by having my

shirt ironed, by having my shoes shined – all that stuff right over here I'm looking at. It's right here. All of that sets me up for success, because it reduces stress.

Finally, make sure your systems – try to automate as many of these as possible. Can't always automate having my clothes ironed and my stuff pressed. However, there are subscription services out there that can make things a lot easier.

My friend Aaron Marino runs Pete and Pedro. I love this subscription service because he actually will send you hair product every month or every two months so you don't have to worry about going out there and buying it. There's these shaving sets. There's a number of them out there. Actually, go back to the formula. I've got a number of them that I do recommend.

The great thing about some of these subscription services is that they automated, and you don't even have to worry. Black socks is a great example. Just get your simple black socks so when you find holes in your socks, literally that month, you get a package of new black socks. They're all going to match. They're all going to interchange. Very simple service and one that saves me. Automated, reduces stress, saves me mental energy. It's cost-effective, and they work.

Guys, those are systems that will keep you stylish. Remember, rig the game in your favor. Take care, guys. See you in the next video.

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