

Jack HM Wong: [00:02](#) Welcome to another episode of the Cracking the Entrepreneur Code Podcast Show and I have on my show today a very successful entrepreneur and his name is Steve Clayton. Here's a quick introduction. Steve is actually a professional DJ. He used to study in University of California Riverside for some reason because he got injured and he picked up some DJ gear and began playing music at parties. He quickly advanced from his part-time DJ gigs to producing major live events and large festivals full time. Welcome to my show, Steve. How are you today?

Steve Clayton: [00:02](#) Thank you for having me, Jack. Appreciated.

Jack HM Wong: [00:43](#) So I really want to go straight to talk about this DJing business. Of all things you can do, why DJing business?

Steve Clayton: [00:43](#) Why not? I mean you get pay for party. I mean what is better than that in the world and you know making money and getting paid to entertain people at a social gathering. I mean it was a mixture of my love for music and my desire to be an entrepreneur and my passion for the lifestyle that I can design and the freedom that will create from that. That was the kind of the kindling that started a fire.

Jack HM Wong: [01:44](#) At your age, you want to be an entrepreneur. You love music and as a logical choice, this is how you started as an entrepreneur. Am I right to say that?

Steve Clayton: [01:53](#) Yes. When I was in high school, the story I told driving to a high school basketball game, a buddy looks over at me. It's like, what are you going to do for a job when you get bored? And I said, well, of course I'm going to play basketball for the rest of my life, but hey, when I'm not doing that, all I know is I want to wake up every day excited to go to work. I don't care what I do, whatever it is, I want to be excited. I don't want to go and you know, another dragging day and other, you know, boring day or you know gosh, I got to go into work and I had to clock in here and clock out there. I want to be excited and I think starting in college that excited me was with entertainment and music and putting on a social event.

Jack HM Wong: [02:41](#) Right. You sounded very excited when you mentioned the word "excitement" and to me, part of the success of an entrepreneur is this energy because it can drive you to do whatever you have to do. So energy is super important from my experience. Would you agree with that?

Steve Clayton: [02:59](#) You nailed it. I mean you have to have passion and you know, if you don't have passion, it's too rigid. Passion is going to give you so much more than experience and knowledge and passion is going to gain you go think later on. I mean, I didn't have knowledge, I didn't have experience. So I started with nothing and just for the love of entertainment and music and the desire to make sure my wife didn't have to work and create design my own lifestyle, design my world. That was why I wanted to be an entrepreneur. And that's why I picked up DJing early on. Now. just to clarify, with your introduction, and I appreciate that. I am not a DJ anymore. I no longer in that Dj field. I have a coaching program for DJs and I'm in the process of finishing a book for my journey from starting a part time DJ of business to creating a 7-figure income, a business that produces events. And like I told them, one of my daughter's little friends, little 10 year old the other day when he asks, well, what do you do now? What? I just connect the dots and it's like literally like, you have a book and you're connected. No, figuratively speaking, like I use my network and my resources in business to monetise my relationships and help people out.

Jack HM Wong: [04:38](#) So back in those days when you just started obviously like a successful business in my definition, provides ascension so that what you do is you start at one level and you progress to the next level. Obviously, I love the fact that you have transcended to the next level of coaching and connecting the dots. But I just want to backtrack when you just started this DJing business, did you face any challenges or do you have any struggle?

Steve Clayton: [05:04](#) Well, if you have anybody on this show that says no, they're lying, right? I mean there's always, struggle and adversity. I'll share one story - it would be identifying and acknowledging that time, that period in my business in my life of when I was going to leave the safety and security and comfort of full time job which I was a teacher, but it wasn't for me and that wasn't my passion. And leaving that steady paycheck that health insurance benefits and retirement and having two kids, a wife and a mortgage and car payments and leaving all that behind and saying, Hey, I'm going to take this jump into just going full time with what I believe in, what I know is going to be successful. through my grind. That was definitely a challenging point in my life. Yeah.

Jack HM Wong: [06:11](#) Because when I saw the bio that you share with me it reminded me that Jack has a very similar story because I remember when I started, I left my job, which is a very high paying job. I was a tax attorney. You take a leap of faith and jump out of the plane. I always tell people that there's no way that I will return to the

corporate world because I always use the phrase "jump out of the plane" and due to law of gravity I can't climb back to the plane and continue the ride. It is really taking a leap of faith for me. And did you enjoy actually when you took the leap of faith, because you obviously said that you have safety you have your comfort zone. But how do you feel when you make the decision? OK, I decided I need to leave the corporate world from a stable job and go to do something that I'm truly passionate. How did you feel at that point of decision?

Steve Clayton:

[07:06](#)

Well, I reflect on that now and I really think that I kind of related a couple of terms to it. I've analysed strategic risks. First of all, I had vision. I knew I was going to get there. I just didn't know when I was going to get there. I didn't know when it wasn't like, Hey, May 1st I'm going to take this jump. You don't know when that's gonna happen. So I had the vision to do it. I analysed the strategic risk and you can write down like what are the pros and cons? What are my benefits of doing this? And what am I negatives? What am I losing from this? I surrounded myself with people know my wife was a great advocate and supportive of my decision. Was it scary for her? Oh yeah. when she told her her dad, hey, my husband' is going to be a professional DJ for the rest of it. I mean, what can you imagine? What that does is, uh, you know, her dad's mind. But, so there is a couple of things that helped me get through that. And it was extremely scary time, but it was also exhilarating. It was thrilling. I think the athletics kind of gives you that grind of like, you know, what I could do it the limit of my capabilities or what I don't do. And so I think that was it. I set my mind to it and something came up in my life at that moment and said, hey, now's the time to do it. And I did.

Jack HM Wong:

[08:44](#)

And talking about DJ from part time to full time and now you are no longer in that business but you are coaching people how to do it. Like at what point in time you have decided that you wanted to take your business to the next level and become a coach and a teacher teaching people your traits, and your skills.

Steve Clayton:

[09:14](#)

I think I was always a coach at some point. I have coached in athletics. I have coached basketball back when I was 16 years old and little kids. And so I was always one that I like to share my experiences with those that were interested in all that will come up in. The interesting thing is teaching, aside from coaching different, you don't get to choose the people have to take your class. 90% of people didn't want to be there. For coaching, people are paying to be there because they wanted to have the desire just like you to learn from your highs and lows in your mistakes and your greatest accomplishments of how to

better themselves, whether it be basketball or in business. And I've always had that in me. I also teach at University of California Riverside and started in that management program and same there too. People pay a big chunk of money to attend this program. It's not that they're forced to attend so, it's a totally different dynamic, but I love talking to, the next generation of entrepreneurs and business people and especially people that are in the event industry, not only today but just in the event industry now as well because that's my natural progression from part-time DJ to a technical producer to event producer. That has been my journey. That's been my path.

Jack HM Wong: [10:35](#)

That's very interesting. So you make a distinction between teaching someone and coaching someone. So if I'm interested in doing DJ and I would like to get you as a coach. What sorts of things are you looking at me before you say you can coach me?

Steve Clayton: [10:53](#)

Are you coachable? I'm sure you. No, I think the clientele I'm looking for are people that have this professional etiquette in ethics and it is a big thing for me and the desire and the passion to improve themselves and one of my niches or one of my points is I'm not one of those coaches that are only pitching "Oh, make more money, make more money, make more money." For me, money is definitely a necessary evil. I mean everyone needs more money to live and to do the things they want to do. But for me it was also about designing my world around the things that I love. Early on in my career. I didn't have the time. It's more about time. I didn't have the time to see my second daughter really kind of grow up. I don't remember my first two to three years I was teaching and working full-time 9 to 5. I was going back to do my masters. I was getting my business rolling and do networking events after that and doing sales meetings and then on the weekend I was actually doing the actual DJ work. I don't remember that. And so what I hope is that I can provide some value to these people at that point can create some systems and structures in their life and business that enabled them to be successful in providing more time for the things that they really love to do.

Jack HM Wong: [12:29](#)

The time will come and the money will just be rolling in. I like the statement money rolling in and freedom rolling out so we can pursue other interests that you love. I mean the number one thing about my own business coaching. Yes. Money is important because no matter you can't pay your bill and have no frills. But the key point is the underlying vision that you have. Like what does it get for you if you had to make all this money. When do you want to see yourself and, and what are your bigger goals? I guess we are very similar on this point.

- Steve Clayton: [13:06](#) What are your priorities? If your priority is fame and money, then that's fine. If your priorities are at the end of the day, you can't take any of this money and fame and you can't take your house with you to the grave. Right? So like, are people going to say, Hey, you know what? Here's a great uncle, but I'm so glad he'd worked these extra Sundays and did go to Disneyland with the family or are they going to say, hey, he was always one. He worked hard, but he was always going to have plenty of time for his family. Right? You know those memories of things are the things that people are going to be able to take with them. So to me, everyone needs money. Everyone wants to make more money. That's a given. How can you have more time for the things that you love to do? Is that your family? Is it a hobby? Is it sports? What is it? Everyone has something. How, can you have more time to that?
- Jack HM Wong: [14:03](#) That's right. In other words, coaches or your students basically must have clarity of what they want in their life so that we the coaches are able to help them move forward or assist them in moving forward. A problem that I'm facing in my group of people here in Singapore is that I don't know what they want. So yes, it's nice to say, wow, you know what? If you do this, you have more time and more freedom and when I ask you now that you have the time and freedom, what do you want to do for the rest of their life? And I hear a moment of silence. Not a moment, but 10 seconds .. 1 minute ... you see! They do not know what they want and that becomes very difficult for me to help them.
- Steve Clayton: [14:42](#) Yeah. I can imagine if you don't have clarity of vision of what you want in your life. I mean it could be something silly like when I think for me, I always wanted a ranch and I wanted a ranch of horses because I wanted to be my own space. I want to be away from people and things like that and it took me a long time and it ended up being very patient and be diligent and looking in saving money. And finally it happened. So that was maybe a 10 year vision or that's what I want. I still got to work every day to try to get to it. And finally I achieved my objective. And Jack, you know I should say I don't consider it a goal because for me in my teaching to people, I consider goals and points. Nobody wants to get to the end because at the end, and then what do you have?
- Steve Clayton: [15:40](#) The goal is subjective destination like I want to be the best DJ in San Diego, California. Well 10 people might say yes and 50 people might say no and whatever. And there's subjective. It can't be quantified whereas objectives are mile markers along my journey to my goal. So objectives are objectively

quantifiable saying, Hey, I want to do 10 weddings in the summer. I wanted to do 100 events in 2018. You can say yes or no. There are quantifiable. And so to me that objectives are those destinations that you are achieving. Yes, I've got there. Now, on to the next one.

Jack HM Wong: [15:40](#)

So it is always a process in other words.

Steve Clayton: [16:24](#)

Yeah, for sure.

Jack HM Wong: [16:25](#)

So now that you are doing the business coaching for your very specific target audiences, what else do you see yourself that you're going to do for the rest of your life?

Steve Clayton: [16:35](#)

Well, that's a great question. I think the thing I want to do and I enjoy the most is my animals and my family, I like working from home and being around them and being able to drive my four daughters. So I drive all of them to school in three different cities. So I like doing those things and being around and that's family stuff business wide. What am I going to do? You know, I'm producing one of the country's largest in California is the largest cannabis music festival. I've been in that. That's a Chalice music festival and I've been producing that for years now and nearly about 40,000 attendees and seeing headlining ads. We have a new cannabis event. I am opening in Washington DC in September. The cannabis events industry kind of found me. I didn't find it. My extended network has kind of pulled me in this direction and now I'm producing different campus events all across the country and it's gotten me to speak at conventions in Las Vegas. I'm speaking in Toronto in May. It's just amazing and I'm so blessed.

Jack HM Wong: [18:03](#)

Sounds so amazing, Steve. Thank you for sharing. Another question I have is that imagine I'm going back to talk to my people who are struggling with what they're doing and they want to leave the job, and they want to start their own businesses. What would be the one piece of advice you can share with them other than the fact that they must have passion and energy. What's the next thing that they must have before they can start their own businesses?

Steve Clayton: [18:37](#)

So you're telling me is that they already have the vision and they already know what they want to do they and they have the passion in it. So I think the other two points are what they have to analyse the risk reward factor strategically. Hey I'm going to leave my 9 to 5. I'm going to lose X, Y and Z, but I'm now reinvesting my time and efforts and energy into this and I already have built in these pending agreements, this one

contract. And you know, this relationship that I can foster a little bit more than I know that it's on the brink of establishing some revenue stream for me. So those are the kinds of decisions that will help push you over the hump in timing. And then the second thing is support. You can't do it alone. You can't be in business by yourself. You have to have, I always like to say, surround yourself with people who are more successful than you in certain aspects of your business. Maybe it's somebody who's great at talking you up, maybe it's somebody who's a great accountant or is great at network marketing or who is a great sales person. But you can't do everything. You can't be accountant, the marketer, the sales person and the producer. Something is going to suffer. Surround yourself with success.

Jack HM Wong: [19:59](#) That's right. So this is actually like what Robert Kiyosaki always says that business is a team sport. You can't play by yourself or on your own. You have to have your teammates supporting you. So I'm totally in agreement with you.

Jack HM Wong: [20:11](#) It is a ritual of my podcast show. that i always request my guest to give me one of the most favorite quotes that he or she has. So Steve gave me this one "If it's important to you, you will". Can you elaborate further a bit about why this quote and what's the impact on you in your life as an entrepreneur?

Steve Clayton: [20:36](#) Well, I honestly don't know where I heard the quote and I may have molded it from another quote or I may have made it my own but I use that for everything. I use that for my kids. I use it for my business relationships. I literally just text somebody that. What do I mean by that? I mean that if it is important to you, you will be on time. If it's important to you, you'll pay me on time. If it's important to you, you'll make the relationship happen or whatever that is, if it's not important to you, you'll make another excuse about it. You'll figure out a reason why you didn't do it. But if it's really important to you to get up at 5:00 am to go to the gym, you'll do it . If it's not, you will have an extra half hour sleep because you're overworked, then sleep outweighs the importance of getting back to the gym. So to me it puts everything in perspective. It clears a lot of things up. You can tell a lot about people by their actions.

Jack HM Wong: [21:44](#) That's right. Is important. Like yesterday, we were debating in our group about things that can be important versus things can be urgent. A lot of people don't understand the difference between important stuff and urgent stuff. And that's the reason why people feel overwhelmed all the time because they do not know what they have to do which is considered important. So this quote is very amazing. Thank you for sharing.

Steve Clayton: [22:14](#) I appreciate that. Also this leads me to what you just said. I just read something about somebody saying, you know, stop saying how busy you are, and starts saying how productive you are. A big difference between being busy and being productive.

Jack HM Wong: [22:39](#) Be busy may not lead to any results but being productive will lead to results. So how can my audience find out more about you?

Steve Clayton: [22:40](#) My social media is @iamsteveclayton and my website is <http://www.iamsteveclayton.com>

Jack HM Wong: [23:01](#) I'm sure that my audiences will have a lot to learn from Steve. Thank you for coming to my show and share with us your insights and wisdom in your entrepreneurship journey, turning passion into something you love to do and now you're helping more people to pursue the passion. And this concludes this episode of my Cracking the Entrepreneur Code Podcast show. Next time, I will bring on another very successful entrepreneur on my show and he will be sharing with you his wisdom, intelligence and experience to help you take your business to the next level. This is Jack and I am signing off now. Bye.