

THE JORDAN HARBINGER SHOW

Worksheet for Chris Pfaff | The Drama Behind the Young and Reckless (Episode 129)

I first met Chris "Drama" Pfaff in our building's elevator when we were neighbors in Hollywood. Back then, he was the butt of every joke on reality TV show *Rob & Big*, and had dreams of starting a clothing brand (like everyone else our age in Hollywood).

We had a frank discussion [in this episode](#) about what it takes to make it in today's business climate, how to stay tenacious when you fail over and over again, and why sometimes running a business -- even something as fun and exciting as a top-level streetwear brand -- can be more of a curse than a blessing.

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Opportunity Meets Vision

Chris told me that he didn't move to Los Angeles for fame and fortune -- it was just the best place on Earth for skateboarders. He also knew that beyond just being a cool place with great weather, there was opportunity there.

He started out working at a skateshop, stumbled his way onto MTV, then became an entrepreneur. Chris wasn't chasing a particular dream -- he was chasing opportunity. He knew that opportunity was where he would find vision.

"I hate the *dream* stuff," Chris told me. "I think it encourages you to come up with this big grand thing of what you're going to be one day with no plan of how to get there."

His advice to is to focus on taking the next step. "The path reveals itself to you as you grow," he said.

Have you been chasing a dream or opportunity? How would you rate your choice? Has there been any kind of a let down? What do you think would have happened if you had done more of the other?

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(Re)Building Your Brand

Chris never planned on becoming famous. Then when he found a degree of fame, it wasn't something he wanted for the long-term. "The idea of your main focus being how well known can you get known didn't seem like a cool thing to me," he said.

He had built a personal brand from his television appearances, but it wasn't one that translated well into becoming an entrepreneur.

"I was in the role of *idiot*," Chris said about his role on the hit MTV shows *Rob & Big* and *Rob Dyrdek's Fantasy Factory*.

"I wanted to have a business that could take on a life of its own," he told me. He also felt like he had to work twice as hard to make it and not have his clothing company be thought of as just "*Drama's little project*." That's why he partnered up with good, experienced people in the fashion world, and focused marketing efforts outside of his personal brand.

Chris' story is all about taking the next step -- even if it's a pivot, or a move away from the previous step. Have you ever needed to leave a piece of yourself behind just to move forward, or could you have benefited from doing so?

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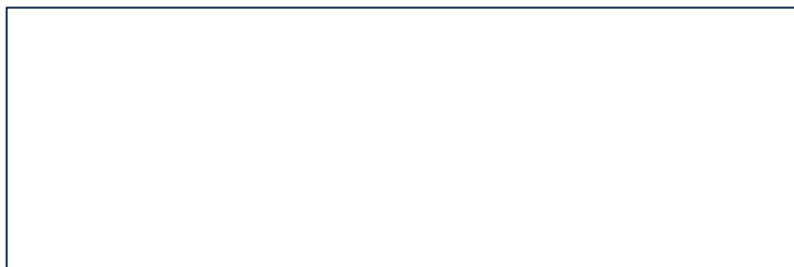
Humanize Those Ahead of You

Chris finds that conversations are a way great way to learn from other people. “Usually after a conversation you feel a lot more capable of doing something,” he said. Also: “it brings them down to earth.” Having those conversations and spreading them are why he started his podcast.

When it came to meeting people in Los Angeles, he quickly learned that those farther along than him were just “human” too.

“They’re just someone who had a vision, put in a lot of work, and figured something out,” he said. The humanization of those people lead him to realize that he was capable of doing more.

It’s self-defeating to assume those who are doing better than you have some kind of unique advantage. Chris had certain access and found a certain competitive advantage by just talking to other people. How can you use what access you have to humanize other people and motivate yourself?



Full show notes and resources for this episode [can be found here.](#)

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About



Join Jordan Harbinger (critically acclaimed host, formerly of The Art of Charm) as we get deep into the untapped wisdom of the world's top performers -- from legendary musicians to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these insights into your own life and live what you listen.

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support@jordanharbinger.com

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