

# THE JORDAN HARBINGER SHOW

## Worksheet for Darren Prince | Hitting Bottom at the Top (Episode 274)

Selling your company for a million bucks at the tender age of 20 and starting your own talent agent to represent some of the biggest names in sports and entertainment — including Magic Johnson, Hulk Hogan, Charlie Sheen, Pamela Anderson, Chevy Chase, Dennis Rodman, Evel Knievel, Carmen Electra, Joe Frazier, and Muhammad Ali — would be a pretty mighty feat by anyone's standards. But if you ask the man who did just this — Prince Marketing Group head honcho Darren Prince — what his biggest and most important accomplishment is so far, he'll tell you it's his choice to become a recovering addict and the 11 years he's lived clean and sober since.

*On this episode* Darren shares a story of soaring heights and crawling lows, as chronicled in his book *Aiming High: How a Prominent Sports and Celebrity Agent Hit Bottom at the Top*. Here, he explains how he held his empire together in spite of being addicted to opioids for 24 years, what led to his recovery, and how he now helps others who have made similar life detours find their way back.

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## Under the Influence

“You listen to teachers,” says Darren. “They tell you what you can and can’t do and you start believing it. My intro to business teacher, Elliot Lovi was his name, he wanted everybody to go home and create a business. I remember being 13 years old and having this imagination that I was kind of this awkward, I don’t want to say geeky, but felt like an outcast. I had this big baseball card collection that I amassed and that became my business. Eventually, it turned into a real business and gave me a little bit of self-confidence.”

**For better or worse, how did the authority figures in your life — from teachers to parents to coaches to bosses — influence your development? In what ways can you spot their influence in your life today?**

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## Dad's Three Rules

When I asked Darren how he learned to conduct business, Darren was able to point to three rules his dad laid out for him — which he still follows to this day.

- It's not what you say, it's what you do.
- Your reputation is the hardest thing to uphold, and the easiest thing to lose.
- The idea is one percent, carrying it through the other 99 percent.

**What important lessons and nuggets of wisdom have you learned along life's path that you've incorporated into your own inviolable code of conduct? If you don't currently have such a code, think of three rules that might make the cut in order for you to live your proudest life.**

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## “It’s on Darren Prince.”

Like previous guest [Jocko Willink](#), Darren lives by the concept of extreme ownership: if it happens on his watch, he’s responsible for it. “I was doing autograph signings through [Magic Johnson’s] agent at the time, Lon Rosen,” says Darren. “They didn’t allow many people into that shell. It was a very tight circle, but Lon liked my hustle. He knew I did things right. I was honest. I worked my butt off, and Magic liked the organization; when he would show up at certain appearances with my crew, I would always pay extra people to be there because I’m like, ‘This is about building a relationship. I don’t want to be understaffed’ And to this day, I still deal with his private jet information with his assistant. His car services. I don’t let anybody in my office see me go near that. Those little things. Because if there’s a screw up, it’s on Darren Prince.”

**In what ways do you own what goes on in your realm of control? How do you accept responsibility in a way that reassures others you have their back or will make things right if your careful plans go sideways?**

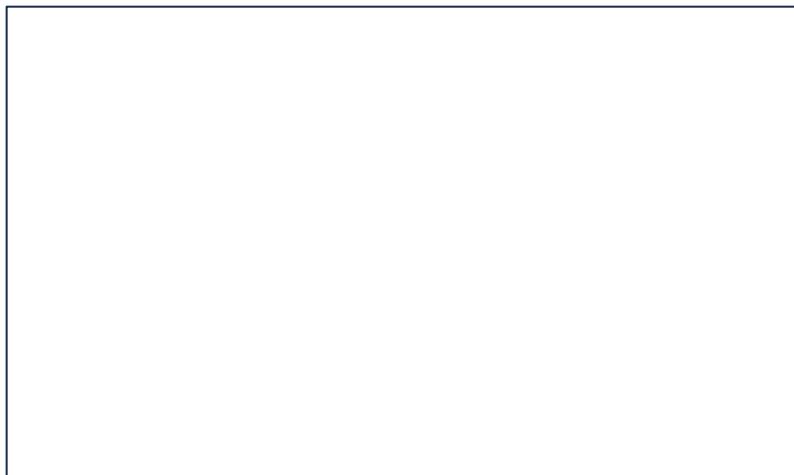
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## Addiction Begins

As Darren recalls: “14 years old, I was in sleepaway camp. I told a counselor that I had horrible stomach pains. This nurse gave me this green liquid and I took a shot. It tasted horrible. As I’m walking across the softball field, all those inadequacies and feelings — of less than, not being a part of, not feeling as equal — went away like that. In those five, 10 seconds, my life changed forever. I wanted more of it. It was liquid Demerol.”

**Because liquid Demerol worked like a magic potion that instantly abolished his own feelings of social inadequacy, this event planted the seed of addiction in teenaged Darren that would only grow over the decades to follow. If you’ve ever dealt with your own addictions, you may relate all too well. But if you haven’t, consider what you might trade away to overcome your own perceived shortcomings, and how appealing it might be to rely on this illusion of control over them.**



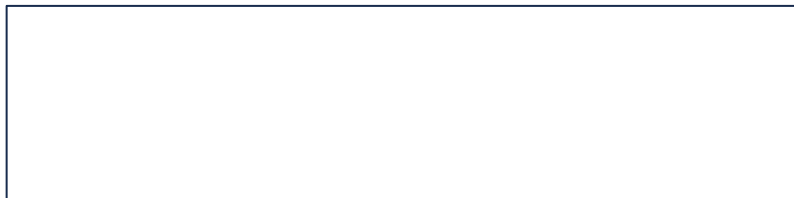
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## The First Step to Recovery

It might seem as if the road to recovery is easier for someone like Darren — who has financial resources and friends galore — than it would be for someone working a minimum wage job in the middle of nowhere. But he says the first step is the same for any addict. “Just accept the fact that there might be a problem, and have the courage to speak to somebody about that problem. It doesn’t matter. I say it all the time, whether you’re from Park Avenue or a park bench, or Yale or jail, addiction doesn’t discriminate. It all comes down to taking that first step. Taking that action to identify, ‘How did it get to this point?’ or ‘I don’t want it to keep escalating, and I want to stop it now, and I can’t do it by myself.’”

**If you suspect you might be dealing with an addiction, who could you talk to about it? If you suspect someone you know is dealing with their own addiction, make sure they know they can talk to you about it without shame or fear of judgment. And if you don’t know where to turn in either case, you can always drop us a line here at [friday@jordanharbinger.com](mailto:friday@jordanharbinger.com) and we’ll do our best to help. And of course, **consider subscribing to Darren at Instagram**, because he’s been there. He’s been successfully traveling the road to recovery every day for the past 11 years.**



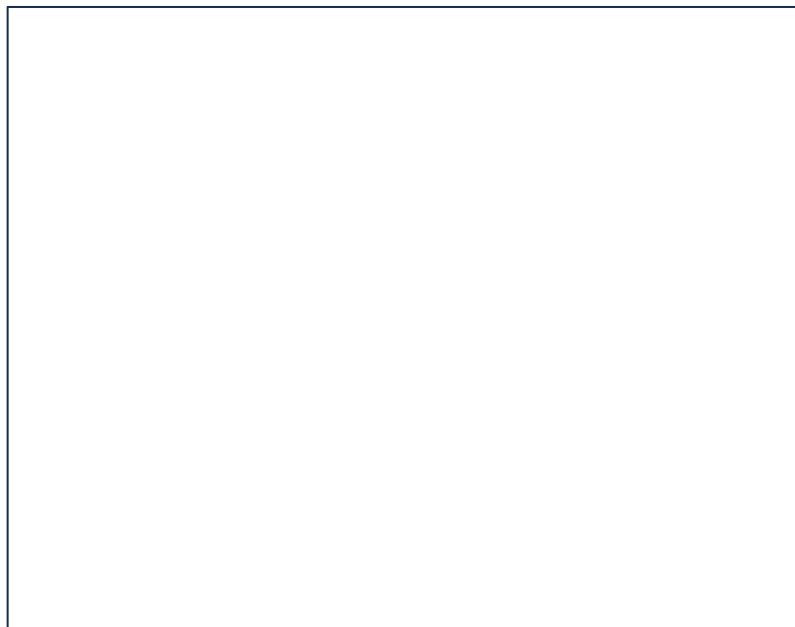
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## Closing High

A big thank you to Darren Prince. His book is called *Aiming High: How a Prominent Sports and Celebrity Agent Hit Bottom at the Top*. He helped me hook up Dennis Rodman as well, which I really appreciate. I mean, he's just a good person.

I'm so glad to meet good people who are at the top of the industry like this, because it reaffirms all the things that we're doing here. Because you do see a lot of — you watch the news — sometimes there's a lot of scumbags at the top; Darren is at the top and he got there because he's an awesome guy who does what he says he's going to do, so I really appreciate that about him.



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

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## About



Join us as we get deep into the untapped wisdom of the world's top performers – from legendary creators 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 valuable insights into your own life and live what you listen.



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