

THE  
**GRIT 'N' HUSTLE**  
SHOW

WITH **TODD HERMAN**

*Interview with* **CHRISTIAN SMITH**

**EPISODE**  
**6**



Trackr Founder, Christian Smith's Journey  
From a Family Tragedy to Tech Innovator &  
Team Building Superstar



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# ABOUT TODD HERMAN

## Personally I am:

- A husband to a beautiful, smart and financially sharp woman, who really wants a third baby (unfortunately we haven't mastered two),
- A father to two little girls, whom aren't very good sleepers, giggle a lot and are obsessed with 'horsey's' and merry-go-rounds,
- A daily letter writer. I've written over 3600 personal letters to people. (5 a week since I was 23),
- A farmboy from Schuler, Alberta, Canada.
- A New Yorker, living in Chelsea.

## Professionally I:

- Created the 90 Day Year. A program for business owners who are frustrated with their level of performance and want to learn the art & science of execution,
- Failed at several businesses. (One of those I lost my entire life savings.) But, I also won at enough to turn them into seven and eight figure ventures,
- Worked all over the world. 82 countries total,
- Coached thousands upon thousands of athletes on developing their mental game,
- Advised & Mentored hundreds of business owners on high performance and personal leadership.
- Built a software company.
- And, I'm not done yet...

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## Episode 6 – Christian Smith

Show notes at: <http://bit.ly/SmithGrit>

### TrackR Founder, Christian Smith's Journey From a Family Tragedy to Tech Innovator & Team Building Superstar

**Todd Herman:** Welcome to Episode #6 with technology start-up whiz, stuff-finder (which I'll explain in the interview), and successful crowd-funding marketer, Christian Smith.

Welcome to the Grit 'n' Hustle podcast with your host, entrepreneur, and internationally acclaimed ultra-high performance and leadership advisor, Todd Herman. The place to hear 100% real and raw stories of how high achievers actually made it with no cotton candy fluff, no filler, and no fades, just actionable inspiration to keep you learning, growing, and striving to reach new personal bests.

Without any more delay, here's your host, Todd Herman.

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If you've ever heard about the value of having a mentor or mentorship, I just wrote the definitive guide on finding and becoming a mentor. If you just text the word "hustle" to 38470 it will magically appear in your hands through the power of good old technology.

I have had the great fortune of having some incredible mentors in my life and those mentors easily accelerated my path to achieving new successes by steering me around roadblocks that would've normally slowed me down and also introducing me to better quality people to help me out as well.



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It's the question I get asked the most about so I created a guidebook to help you reap the benefits of a great mentor. And, if you are in a position to be a mentor to others you will get incredible value from the structure of how to make it a win-win for both sides.

Again, just text "hustle" to 38470. If you're outside the U.S. and Canada just go to <http://toddherman.me> and you can snag it there.

Now, on to today's show.

Okay, today's guest is Christian Smith. He is the president and co-founder of [TrackR](#), a Santa Barbara-based startup that creates connective devices to help people end the search for lost items. That is exactly why I said at the beginning that he is a stuff finder.

Smith specializes in introducing new audiences, customers and companies to the brand by overseeing the channel sales and partnership divisions at [TrackR](#). He has sold more than 400,000 of these devices. They led a very successful Indiegogo crowd-funding campaign to get it all started as well. He is an all-round awesome guy. I tell him all the time that he has to be hated because he's way too good looking to be an entrepreneur.

You're going to hear it throughout the interview, a story about what happened with his family that caused him to really take a look at how to build teams and how that actually accelerated the success of the company and how he's been able to lead that company as well. You're going to hear about the struggles of building a business like this, which is a technology company with a lot of moving parts.

Enjoy the interview, he's a great guy with a ton of great stories that you can walk away with and some fantastic insights. So, let's dig in to the interview with Christian Smith.

**Todd:** Hello Grit 'n' Hustle nation. Todd Herman back with you for another interview with an inspiring entrepreneur. I'm excited to bring this guy on from a distance, sort of a distance. I've watched and enjoyed Christian scale up a business that is not easy. It's not in a niche that's necessarily really easy to execute on and get out there in the marketplace.



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Christian Smith is the president and co-founder of [TrackR](#). If you haven't heard of [TrackR](#), where are you? It is a Santa Barbara-based startup that creates connective devices to help people end the search for lost items.

My wife and I have these in our home and we actually need to do some reordering because our little one just flushed one of them down the toilet. But [TrackR](#) was recently listed on the Inc. 500 list at #155 for fastest-growing companies in America.

While Christian has been leading the [TrackR](#) team to grow from their little humble beginnings to a rapidly expanding business, Smith has sold more than 400,000 [TrackR](#) devices all over the world. He has raised over \$2 million on Indiegogo, a crowd-funding site if you're not familiar, in support of two different products. He has secured national retail distribution in the second largest general merchandise retailer in America. This is what I alluded to earlier because this is not something that's easy to do.

As this company continues to grow year over year, the focus of [TrackR](#) remains the same to take the location database of valuables that exists in people's heads and move that to their phones allowing them to focus on the things in life that will evolve us as a community rather than spending valuable time looking for lost items whether those are your keys, your hat, or your purse or your wallet, phone.

Basically, to wrap things up, if you don't have to buy a bike lock, Smith believes he has accomplished his goal. Christian, I'm excited to get you on here and talk a little bit about this but also your humble beginnings and what has shaped you and all of these dragons that you've needed to slay in order to get to where you are. Welcome to the show.

**Christian:** Awesome, thanks Todd. It's a pleasure to be here. I am really excited to chat about the story of [TrackR](#) and how I got here.

**Todd:** I do need to preface something as well. I've mentioned this on social media multiple times and anytime I talk about [TrackR](#), it's that you are someone that I dislike. That is simply because you are the best looking guy in technology today. Ladies, you're lucky today because you not only get someone who is very successful but he's a good-looking chap and he has an easy voice to listen to as well.



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I'm going to throw some softball questions at you before we kick in here. What does Christian have hidden away in his pocket right now? What do you carry in your pockets?

**Christian:** Right now I've got my little 0.5 mm pen. That is the standard writing element for quickly jotting down really good notes. I've also got my keys with a [TrackR](#) on them. I'll never lose them. And my wallet.

**Todd:** Favorite color?

**Christian:** My favorite color is blue.

**Todd:** Favorite movie?

**Christian:** Oh, that's a good one. I'd say Shawshank Redemption.

**Todd:** The person from afar, you don't know them personally, that has most impacted you.

**Christian:** Elon Musk.

**Todd:** There you go. Not a bad one. He's got a great vision. I love his quote that he says, "I'm here to solve really big problems for the world." He, of course, is going to solve them as well.

To kind of kick things off, you're based in Santa Barbara. What was Christian's childhood like growing up in your neck of the woods?

**Christian:** I'm a California boy, born and bred in Northern California. I then came down to Santa Barbara to go to the university. I am the oldest of seven kids so growing up there was never a dull moment. There was lots of life in the house so there was always something to take care of and as the oldest I had quite a bit of responsibility. It was really fun.

**Todd:** You were a built-in babysitter.



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**Christian:** You know, it's funny because nowadays I see parents and it is really evident to me that it is their first child the way they hold their kid and do everything. It's a nice thing to be comfortable with raising kids, although I don't have any kids of my own.

**Todd:** It's a good skill. I've seen when friends have shown up at the hospital to hold our two little ones for the first time. It's like they're holding an atomic bomb. It's very awkward for, not only them, but also for the baby as well. So seven kids, that's amazing.

**Christian:** That's a lot of patience early on and how to teach and relate to tons of different age groups.

**Todd:** Do you think coming from a family like that helped to shape some of the entrepreneurial mindset or skills that you needed in order to build a business that you built?

**Christian:** It definitely gave me the baseline character being in that situation and also having really awesome parents that were really focused on all of us getting the tools for life that we needed to succeed. We all had regular chores and a pretty interesting education structure where we were provided with material and we could learn as much as we wanted.

There were certain requirements that you had to do a minimum of these things, but it was a really great situation because my mom would hand me a math book and say, "You can leave this room and you're done with your math when you get all of these questions right."

Having a structure where I was able to self-manage early on, put me into kind of a mindset where I feel most comfortable.

**Todd:** Were you homeschooled then?

**Christian:** Yes. I was homeschooled through my sophomore year of high school.



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**Todd:** Interesting. To get to the homeschooling thing, I've got a client in Chicago, a very successful man who has built up a very big business. He actually exclusively hires homeschooled kids.

**Christian:** Interesting.

**Todd:** Yeah, people with homeschool backgrounds. He kind of fell into it very accidentally. He hired his executive assistant and just over the time of getting to know her, because she was just this real rock star for him, found out she was homeschooled. Being the kind of curious, testing-minded entrepreneur that many of us are, he wondered if there was a correlation.

He asked her if she knew anyone that had a sales background, because they were looking for a top-quality sales person that was also homeschooled. She said she couldn't think of anything off the top of her head but said she would look out for him.

She went out and actually found someone in her network that was homeschooled and was in sales. That person was hired and he is now the VP of sales for his entire company because he finds that homeschooled kids are fantastic at, again, like you were talking about, autonomy, self-direction, self-motivation, which are key to being a leader in any position. That is a very interesting background.

Were there any challenges that came up because of having so many kids in the house?

**Christian:** Getting anywhere was a logistics production. Going to church on Sunday or wherever, was always a lot of work.

**Todd:** What were some of the things, was there any big event that happened when you were in your early years or teens that was a really big setback for you that kind of helped shape your character?

**Christian:** Yeah. One of the biggest things growing up in a big family, we all had a lot of responsibility. My mom actually passed away from cancer when I was 19. There was a period of about four years where me and my siblings had to pull a lot of weight around



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the house just taking in and stepping into that place of not only physical responsibility but also emotional responsibility for one another.

That was definitely a trying situation. But now that we are on the other side of it I think we all can appreciate the way that we've grown because of that difficulty and adversity.

**Todd:** What did you learn about yourself through that process?

**Christian:** Gosh, that I do a really good job taking care of details and creating community.

**Todd:** Why community? Why do you say that?

**Christian:** Just collecting groups of people that can all really benefit from being around each other. One thing I have kind of continued to do since then, when I lost my mom that was a huge piece of the family that went missing. I kind of naturally stepped into the role of trying to make the connections between my siblings to fill that gap, especially because the youngest ones were about four years old at the time. There was definitely a need to kind of create that community, not only for myself, but for my other siblings.

**Todd:** That's amazing. That was 11 or 12 years ago?

**Christian:** Yes, it was in 2009.

**Todd:** Wow, that's some heavy stuff to lay on a person that's the oldest one at 19 when you've got some younger siblings to shepherd along the way as well.

**Christian:** The good thing is they are all turning out okay. It is fun to see them all grow over the years.

**Todd:** It sounds like you've got a pretty strong family unit around you. Was there anything else, not that there needs to be anything else, but were there any other kind of stumbles or obstacles along the way that has shaped who Christian is today?



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**Christian:** When I was a freshman in high school I started getting pretty serious about swimming and water polo. I ended up going to a local swim club. A man by the name of Brian Bolster was my coach. He was a really phenomenal, really motivational coach. We started working together and setting goals based on what I was doing that first few months.

He said if I wanted to get to a national or Olympic level we could get there. Over that summer I performed pretty well and was starting to hit some of those key goals. I had built up, trained, and tapered for one meet and was trying to hit a few times but I wasn't able to hit them.

I had about four races and each race something happened. I either would slip or all of these little factors added up. At that moment I realized I could either choose to be crushed or I could choose to be resilient. That was kind of a breaking point for me that I realized the results of certain things don't always matter, it's the attitude you choose to approach every single situation that happens. That is what you can really control, your attitude.

**Todd:** It's the process, you can control the process. All of the work I've done for almost 20 years with athletes, that's the process, trying to untether...In athletics, it's so natural for people to really worry about the outcome, the result. People always ask how you did in your race today, did you win the medal, did you break the record, or whatever the case.

If there are parents out there, those are terrible questions to ask kids because it teaches them almost how they internalize. I've worked with hundreds and thousands of athletes and young athletes mentoring them. How an actual young athlete internalizes it, if you ask that question to them, and you are their parent is, "Oh, Mom and Dad love me more when I win."

When you take a look at the reactions of the parents in the stands when their kid scores a goal it is complete elation or jumping up and down and slapping them on the back when they actually get out of the change room and tell them how awesome they are. Then, the reaction when they lose a game or didn't perform very well is very different so kids internalize it very differently.



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You are exactly right, it's that attitude and process that's key to that whole process.

We were talking about school. How would you classify yourself when you were in school? Were you the cool kid or the jock or were you an outcast? I mean, now you are actually in school because you were homeschooled before. What kind of group of people would you put yourself in?

**Christian:** I hung out with a pretty eclectic group of people when I was in high school. I just didn't have the same context of walking into a high school of 2,400 kids from the family unit of nine. I ended up just hanging out with more skaters. The high school wasn't really a big deal to me.

I was more excited about college, even when I first got to high school. I just had to deal with it for two years and then I could actually go learn something real. I'd hang out with some of the other folks from water polo but for the most part it was these skater kids and there were some groups that were kind of like gangster dudes that were really cool. I could always relate to them because we had this huge common bond around family and around community. Some of those guys became my friends as well.

**Todd:** Interesting, gangsters. There you go, gangsters to water polo squad. Of course that's a very common connection between those. That's funny.

**Christian:** They were definitely the most real people that you could talk with during the day. There was so much other petty drama that a lot of other people were concerned about that just wasn't as interesting.

**Todd:** So, to kind of transition into your entrepreneurial experience, what was your first ever entrepreneurial experience that you had?

**Christian:** When I was probably about nine or ten my dad would go in the backyard and clip vines that were growing back there. He would make it into a wreath for Thanksgiving and Christmas. He showed us how to do it and he said we could make some and sell them to the neighbors if we wanted to.



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My brothers and I went at it and made about ten wreaths and walked around the neighborhood with our little wagon hustling these little wreaths until we sold all of them.

**Todd:** And you did it?

**Christian:** Yeah. We sold all of them. I think we had three different sizes, the most was like \$15 and the small was \$7 so we had a good pricing scheme.

**Todd:** The great thing is, at that age, you actually don't need a great sales strategy because when they see a young little kid come on the doorstep selling wreaths most people are going to do it just out of "aw, that's cute."

But did you actually have a sales strategy? Did you have a good pitch when you went up and rang the doorbell?

**Christian:** Yeah, because these wreaths were reusable. You could take fresh trimmings from your Christmas tree or around Thanksgiving you could take leaves and then wrap them into this vine wreath so that you could reuse it. That was kind of our pitch that they could use it every single year and they could decorate it however they wanted or whatever season.

**Todd:** That's great. So you made a little cash there. Are there any more little entrepreneurial ventures when you were in your younger years?

**Christian:** Besides mowing lawns and being a full-time babysitter, there wasn't much else that I was working on. That and sports really kept me busy.

**Todd:** And the problem with being the babysitter of the family is that it usually pays really, really poorly because you are just playing a role in the family.

**Christian:** Yes, it was rewarded by the privilege of not being grounded.

**Todd:** So, when you actually ended up starting the business that you're in now, actually, before we get into that, why mechanical engineering? I know that's what you went to school for, so why mechanical engineering? What was it about that?



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**Christian:** This kid grew up with a box of Legos that he could play with for hours. I couldn't imagine doing anything else, I loved building things so it was just a really natural fit. I applied to some schools for architecture and some for engineering and ended up deciding on UCSB's engineering program because they've just got some real world-class professors at the school.

**Todd:** Would you point to any of those professors as being people who really helped you in the launch of your business?

**Christian:** There was one professor I had my freshman year and when I was sitting in this class I had an epiphany when I was hearing a few other entrepreneurs talk about their experience. It was a mechanical engineering design class. It was introducing the concept of solving real-world problems with engineering.

We got to have some local entrepreneurs come in and talk about how they were doing that. I had this epiphany that I really wanted to be working on a small team and designing products that are changing the world.

**Todd:** Interesting. How quickly after you got out of the university did you actually start this company?

**Christian:** When I was a senior in college is when my business partner and I started working on the idea. My business partner was an electrical engineer so we had a really similar study schedule. We worked super hard on our homework during the week and during the weekends we would go surfing.

One weekend we went to a place called Pismo Beach. He drove his car on the beach and parked on the sand. We jumped in the water to go surfing and we came back to the car to find the high-tide had come up much faster than we were expecting. He had parked below the high-tide line.

We got to the car and were looking for the key but couldn't find it anywhere. It ended up that the key had somehow become detached from his key ring and then fallen into the sand. Again, there was no way to find this thing. It was about an hour before his car got



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stolen by the Pacific Ocean that two people with metal detectors were walking down the beach.

We grabbed them and they found the key in about 20 minutes so we were able to save the car. But it was one of those situations where we realized this system was broken, the way we lose things and the cost and stress to us is huge. So that's when my business partner and I set out to find a solution for losing things.

**Todd:** Do you think that you would have been able to come up with that solution if you hadn't had the mechanical engineering background?

**Christian:** I think it would have been a lot harder. I think in early startups you are either building or you are selling and I think you have to have that core team to build the core product and that's really important. I don't think if I did something else I would have been able to really make this business work.

**Todd:** It's one of those things where it's your past experiences that, of course, end up shaping the lens that we look at life through. And your past experience through mechanical engineering and wanting to build things, you can see how the lens that you're looking at life through is, "Well, here's a problem, let's solve it with building out technology or a thing to solve that via mechanical engineering."

This is where, when we get into consulting and coaching spaces and stuff, the more narrow your experience, while that might help the people that are in your niche or your world, I actually think that a broader world experience and being exposed to as many industries as possible, makes you far more valuable to people.

It's that classic statement of, "To a hammer, everything looks like a nail." Everyone comes at you with the exact same solution every single time and maybe that's not the best solution to every single problem that's out there.

**Christian:** Totally. I think having that exposure is really important.

**Todd:** What were some of the assumptions you had about owning your own business that proved out to be completely false?



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**Christian:** That's a great question. When I started the company I presented a business plan and financials to my dad, who is an accountant in Silicon Valley. He looked at the numbers and looked at me and said he really thought I should be planning for this to take a lot longer than what I was doing. Just so I would know, he said that only 1% of companies actually make it to profitability.

I kind of pooh-poohed that wisdom. I said I had a plan and we were going to sell these devices. He ended up being right. It took a lot longer to get things off the ground and get into the 1% of companies that actually turns a profit was so much harder than I would have expected.

**Todd:** During that process was there any point in time that you felt it was harder than it looks or that you were running out of cash and that you couldn't make this thing last very much longer? How many times was that an experience for you guys in that early stage?

**Christian:** I think when we started the business, because we started with a technical team, we were able to make a prototype really quickly to just improve the concept. We always knew that we could make the technology side of things work.

I think where we've grown the most as an organization is understanding how to present the product and tell our story to customers and have them join us on this journey.

**Todd:** You are always doing a good job because whether it's on TechCrunch or Mac reviews or Re/code or even Amazon.com where it's sold as well, all of the reviews, when you compare your device against the other devices that are out there your is constantly ranked as the best, which is great to have other people tell that story for you too.

So you are doing a good job on that side of things. But, were there any points in the very beginning where cash was running really tight for you guys?

**Christian:** Yeah, there was one point where we raised some money from friends and family. Then we went and licensed our technology to a publicly traded company. When we were really early on this was a perfect way for us to work as a small team. We could focus on the technology and really perfect everything about the product.



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This other company would sell the product for us. We had a really great structure that we were learning how a large company worked and how a sales organization worked. But then there came a point where we realized that the company we were licensing to wanted exclusivity. Exclusivity was just not going to work for us. It would limit the growth potential of our business.

There wasn't really alignment on that level so I ended up having to fly out and meet with the customer and ended up walking away from the relationship and terminating it. We had lost our only source of revenue. We were coming to the point in our cash flow where we had hit our Q4 sales but we weren't going to be getting any cash in for a little while.

There were a few deals that I had to close to keep the company off the ground and we just barely scraped by and that was a tough situation. One thing I'm really grateful for is my business partner and I both kind of share that resilience. We've always known that someone is going to create a solution for losing and misplacing things. Why won't it be us?

Making that really non-negotiable, that we are going to do this, has been a huge driving force though those tough times.

**Todd:** I would say it has to be a massive driving force. That statement, alone, is just powerful, that idea of, "Why not us?" Someone is going to be doing this anyway so why can't it be us. You hear that same story told by so many other people. They might say it in a different way but it's, "Why not me?"

It is just a process, stick with it. Maybe someone might beat us on product or distribution but it's not to say our product isn't going to be out there.

**Christian:** Yeah, if you're going after a large consumer market, consumers like choices. If you can provide a great solution for a certain segment of those consumers then, you know, there are lots of phone brands that exist and people buy different ones. Not everyone is Samsung but of the rest of the phone manufacturers, they are doing okay because the market is so big.



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**Todd:** We talked about it earlier with losing the keys in the sand. It's one thing to have that one experience where you lose something, but it's nothing to get the idea because there's not a shortage of people who are out there and have an idea. There are people who say, "I actually had the same idea ten years ago."

But what compelled you to want to bring it into the world? What was it about this particular thing that you got excited about?

**Christian:** It really fits into my investment thesis for my time, which is to kind of short circuit the amount of time that it takes to get things done or for normal people to go about their day. I'm really interested in seeing how we can shave those 15 minutes of losing your stuff every day and give that back to you as productive time. That's kind of a principle that really drives me. I'm interested in seeing these types of solutions implemented as a society and community.

**Todd:** Now that you are kind of in this entrepreneurial world for several years, have you had any mentors or advisors that have really helped to shape the success that you've had?

**Christian:** Yeah, there have been a few people along the way that have really helped. Whether it is just contributing a nugget of wisdom that is kind of the anchor for that phase of the business or someone who is coming in and encouraging us. It has been really valuable to have that community of mentors around us.

**Todd:** Have you gone out and explicitly tried to seek them out or have they come to you? How has that worked out for you?

**Christian:** Mostly, it is just developing friendships with people who are in the community.

**Todd:** My experience, many times, when it comes to mentors is people that have been there and done that or have had success love to get around younger people, or not even necessarily younger people, but people in general that are just executing. It is just fun to get back into the mix.



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If you've retired or whatever, if you are an achiever in general, there is no such thing as retirement. But, if there is a phase in your life where you've slowed down a little bit, just seeing other inspiring (could be younger or could be older) people that are executing and getting themselves dirty and in the mix, you seem to attract those mentors and advisors pretty quickly or pretty easily.

**Christian:** Definitely, I think that if someone's excited about what they are doing and why you are doing it then it tends to be a good fit to explore how you can add value to their life and exchange wisdom.

**Todd:** What is the piece of advice you think every teen should get, whether it's about entrepreneurialism or whether it is just about life in general? Why that advice?

**Christian:** That's a good question. Over the past year I've been pretty intentional to make sure I'm communicating with all of my siblings that we are in charge of the life that we get to create and it's been especially fun to see how my 15-year-old younger brother has taken that on and stepped up in a lot of ways.

Now he's on the student council in high school. That's kind of something I feel most teenagers...I would love to hear every single teenager got a piece of advice that they really get to control their reality.

**Todd:** It's one thing to get that advice and hear that, because I've worked with 13, 14, and 15 year olds and still mentor lots of young athletes at times in stages, and we are coming for a place of experience and I've said these exact words to them, "You get to create, you get to decide what this life is that's going to unfold in front of you."

Often times they want to know what I mean by create. Have you ever gotten that from your 15-year-old brother, "What do you mean, Christian? Create what?" Have you gotten that point of clarification from them?

**Christian:** Yeah, I think the way I've tried to relay that lesson to them is through experience. I took one of my sisters to France because she had just graduated from high school. When we were on this trip in Paris I said, "Heather, you get to create the life that you want."



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It was very impactful because I had obviously just done that so I really try to communicate that and have a very tangible example of something that they can relate to.

**Todd:** That's great. What is the one thing, when you take a look at where you are now and where you are trying to take the company to, where is the skill that you really feel you need to work on the most in the coming year or years in order to get to that next level that you might be aspiring to?

**Christian:** I am really looking forward to sharpening my strategy and execution side of my daily life. It's being able to kind of refine my process of execution so that I am more effectively accomplishing goals or achieving certain milestones and making sure that those milestones are lining up in a more strategic way. That's something I feel like I've been growing in and it's going to be interesting to take Christian's level of skill from being a checkers game to being a chess game.

**Todd:** But it's funny that you say that though because I would say that you are already operating at a high level when it comes to strategy and execution comparatively to many other people. Now, comparatively to maybe the top 0.5%, yes, of course there will be room for improvement, but you see this with high performers. They take a look at the things they are probably already doing really well and say they can always squeeze more blood out of that rock and get more out of it. It is a very common thread that pulls through people who are doing good things.

When you are looking at the coming years ahead, what are you really looking forward to?

**Christian:** I would say I had a really interesting conversation with another person who is in my industry. They actually create a very similar product and they are a direct competitor. He asked me something similar. I said it was that whoever the janitor is at [TrackR](#), I want them to have a life-changing event if and when there's a liquidation event with [TrackR](#), to see them be able to put their kid through college for a year or create a life-changing event for the people on the team who are just kind of carrying on whatever task we bring them on for.



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**Todd:** You know, that book ends the conversation perfectly. Even with the listeners out there, if you listen to what Christian was talking about at the very beginning, that experience you had with your mom passing away because of cancer and then the thing you learned out of that was an amazing sense of importance of developing community for your siblings to grow in.

And then when you see how you've been successful with building out [TrackR](#) and the company and then look at what you want to do in the future, it's still pretty much the exact same thing, which is somehow taking care of the community. You are exceptionally consistent with the lens that you look at life through and it's no secret then as to why you've really been so successful.

We run in a similar group and I've met many other people who have come into contact with you and no one has ever said a bad thing about Christian by any stretch of the imagination. It should come across in the interview itself, but he is an extremely likeable person. But, what you just said there, it is a great explanation as to why you've also been so successful.

Typically, your goals have nothing to do with how it's going to be benefitting Christian. It is more of how you can be solving a problem for other people that is simple and easy, makes sense, gives them their time back so they can focus on the things that are more important to them like spending time with their family and not chasing around and trying to hunt down, whether it is car keys or cell phones or wallets or whatever they might be losing, which your product helps take care of. Great answer because it tells the story of who you are pretty succinctly.

**Christian:** Thanks. The only wins that count are team wins. If we're not making the world a better place, if we're not making our community a better place, then we're only benefitting ourselves, it is really not a sustainable way to go about life.

**Todd:** You are bang on point. So, where can people go to learn more about you, connect with you, find out more about [TrackR](#) as well?



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**Christian:** I am on LinkedIn and Twitter and would be happy to connect with anybody out there who is interested in finding out more. You can also check out our website <http://thetrackr.com>.

**Todd:** We'll have all of that information on the blog and the website as well. People might be listening to this right now or you could be listening to it in your hand iPhone with your podcast app. But Christian, thanks so much. You're a champ for taking out the time to spend it with us today. I love hearing about all of your successes and hearing the path you took to get to where you are today and where you're going.

You are 30 right now, the story of Christian at 40 is going to be an exciting one over the next ten years as well.

**Christian:** Thanks so much Todd, it's been great. I loved your questions and it's been really fun to recount the story. There are a lot of things I haven't thought about in a while.

**Todd:** Well, cheers, Christian! Everybody else, if you haven't already subscribed to the Grit 'n' Hustle podcast, go right ahead and do that now. You can go to iTunes and type in Grit 'n' Hustle and you will be able to subscribe there. Or, go to <http://toddherman.me> and click on the blog link to get more information and the transcripts from this, links about Christian, links to the website as well. Again, join us and listen to the very next podcast we have coming out, an interview with yet another outstanding entrepreneur. Stay tuned for that.

Everybody, ciao for now. Bye bye.

There you have it, my friend, another great example of how a tragic event that can happen early in life ends up fueling the success of someone giving them a huge why in influencing the culture of a company, helping him chase down goals, and, of course, throughout it showing a ton of grit, perseverance, and hustle to make it all happen.

I hope you enjoyed the interview with Christian Smith. Don't forget to subscribe to the podcast on iTunes. Just type in Grit 'n' Hustle in the search and click the subscribe button.



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All the show notes, tips, links shared, and the transcript are over at the blog at <http://toddherman.me/blog>.

We have great social media stuff already ready and waiting for you to share over there. If you like the story, share it. Christian would love to see it go out there as well. When you do, just tag me @Todd\_Herman when it happens. There is a private community on Facebook where more discussion happens behind the scenes, access to myself, and requests for show guests occurs. Just type in [toddherman.me/group](http://toddherman.me/group) in your browser and you'll be directed magically straight over to the community.

Alright my friend, let's wrap this up and get you back into your day. Remember, there's no easy road, there's no elevator to the top and there's always a back story of Grit 'n' Hustle to any great achiever. Go out there and live a story worth being talked about. That's it for me.

Todd Herman is out!

Show notes at: <http://bit.ly/SmithGrit>

## Links mentioned in this episode:

[The Grit 'n' Hustle Blog](#)

[TrackR](#)

Christian on [Twitter](#)

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[Grit 'n' Hustle Facebook Group](#)

## Also Mentioned:

[Elon Musk](#)



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