

## 26. Get Kicked Out

I'll never forget the day I got kicked out of Trafalgar Square in London.

My colleague George Birnbach and I were taping a short video promo for our company, Five Star Management, when a warden – that's what it said on her badge – told us we had to have a permit to do a video.

“What about that man taping his kids?” I said.

She said, “That's different.”

Still not sure what we were doing wrong, we moved across the street and completed the shot.

Looking back, I consider it a badge of honor that we were told to leave a public landmark like Trafalgar. (Besides, we already had shot we wanted.)

The whole encounter reminds me of one of my favorite sayings, “It's better to ask for forgiveness than permission.” In other words, don't worry about what might happen; just go for it. You'll get a lot more done.

It also reminds me of some rogue spinal screenings we've done – like the time we set up a SAM at an event where there were people who needed to know about chiropractic, without getting any special permit or permission. We screened on a busy public street another time. Hey, we're the public, right? We thought that we might run into a little trouble, but we just went for it. We met a few great new patients and packed up an hour later with no incident.

It felt a little like when we were kids, ringing the neighbors' doorbell and running, or throwing snowballs at cars – exciting and a bit risky, but not hurtful.

The person who gives others the power to rule over their actions, or is worried about what people think, or is always looking for permission from some outside authority figure is generally too scared to have any fun or break free.

That reminds me of another favorite saying: “no risk, no reward, no exception.” Break free. Go for it.