



## Transcript

# Episode 001 Welcome to 3 PHASE RADIO

Live your best life  
and accelerate your career!

Music : [00:11](#) (Bluesy rock)

Jeffrey Mort:

[00:13](#)

Welcome my friends to 3-Phase Radio, your "Transformation Station!" A weekly educational program created for skilled electricians just like you. I'm your host, Jeffrey Mort. Thank you for joining us in this community. I'd like to thank CryBaby Creek for that wonderful introduction that they made just for me. I really appreciate that from those guys. Check out their music anywhere music is found.

Jeffrey Mort:

[00:38](#)

Let me start this inaugural episode of 3-Phase Radio by telling you about my dedication and investment to your education. It's been two years in the making for this idea to finally come to life. The project has involved tons of research and lots of planning, and it's been a major investment on my part to plan and provide a valuable program to you every week so that you can benefit not only from my 32 years' experience, but also from the valuable connections and relationships that I've made along my journey.

Jeffrey Mort:

[01:10](#)

First, let's talk about who this show was created for. Primarily, the triad of electricians: commercial, industrial, or residential electricians. Also, whether you're an employee, or self-employed, or a business owner, a fore-person or lead person, both men and women, and Apprentices too--we're all "Wire Warriors" fighting for survival out there in that real world we all heard so much about way back when. So if you like what you're hearing every week, please help get the word out and share 3-Phase Radio with your friends, your family, and your co-workers. There'll be something here for everyone.

Jeffrey Mort:

[01:46](#)

So let's see if you can relate to any of these following struggles. Does the classic fear of the unknown feel familiar to you? Let's face it. Nobody knows it all. So always make sure you're not the smartest person in the room, otherwise you'll have nobody to learn from.

Jeffrey Mort:

[02:01](#)

There's always something you want to learn more about. That's just simple human nature: to progress. Maybe that unknown is how to make the frightening leap from employee to business owner. Maybe you can install like a pro, but you're unsure of

exactly what's needed to build a profitable, successful business that not only supports your family, the families of your employees, but more importantly provides the freedom you've been craving for years.

Or maybe the struggle is transforming from License to Leader, but you're unsure of how to effectively manage the people or the projects. Maybe it's that you just never got the opportunity to take a system like fire alarm, or lighting control, or distribution from blueprint to completion. Maybe you just never got that opportunity and that's your struggle. For all the Apprentices---you guys read the books, you study the code, you try your best at all those calculations. Oh, those calculations!

Jeffrey Mort:

[02:56](#)

You take practice test after practice test until your eyes bug out. You go to school, studying nights and weekends and on top of all of that, there's the on-the-job training. Trying to learn from the Journeyworkers while struggling with learning from different personalities. You're asking questions and sometimes the response is a frustrated "figure it out", or "you should know this." How defeating is that? No one should ever get that answer, by the way--that response I should say.

At the Apprentice level, there's so much knowledge to absorb. It can be overwhelming. Option A is just to let the job requirements teach you by whatever the experience happens to be. Or, Option B is to set your compass to the destination of where you want to go and focus on what it takes to get there. The choice is yours.

Jeffrey Mort:

[03:42](#)

Maybe the struggle is you're not 100% confident that you're progressing in your career like you were hoping. Or perhaps that you feel like you've been stuck on a plateau for years. Is the struggle health-related perhaps? Are you looking to improve how you look, how you feel, how you function, or how you think? Are you frustrated with being in pain, or having no energy?

Jeffrey Mort:

[04:05](#)

Where are you finding the up-to-date, accurate, and relevant information today? Where's that coming from? How do you get the answers to your questions? Do you have a reliable, dedicated resource for exactly what you need to get ahead? Today, the information is so fragmented and thrown at us from all directions between social media and news articles, and that makes it difficult to tell when it's genuine and when it's fake, what's irrelevant and what's actually going to make a difference in our lives.

Jeffrey Mort:

[04:34](#)

I've been talking to lots of people, and there seems to be a 10 mile wide gap between where they are now and where they want to be. So we're going to change that. Let's face it, we all have the same 168 hours every week. Yes, it's 24 times seven. How will you spend your time? Well, I'd be thrilled and honored if you spent an hour of your precious time every week with me here at what I intend to be, the number one rated podcast for electricians. If you agree, or if you can relate to any of what I just said, leave me a "HELL YEAH!" in the comments and let me know. Let me know that I'm striking a chord and hitting a nerve and talking about what you're thinking about.

Jeffrey Mort:

[05:14](#)

So who exactly am I? Well, my name again is Jeffrey Mort. I'm 46 years young. I was born and raised in a small town just outside of Worcester, Massachusetts in case the dialect didn't give it away! We pronounce it Wista! I still reside in beautiful Central Massachusetts. First and foremost, I'm a father of three amazing, talented children.

Jeffrey Mort:

[05:36](#)

I'm a vocational school graduate. I'm proud to have achieved the level of Master Electrician in the early 2000s. And now I have 32 years in the industry. Just to list a few career titles: I've been an employee, I've been a foreman, I've been a contractor, and a business owner. I've also been a wiring inspector. I've mentored licensed electricians and Apprentices on job by the hundreds. I've wired houses by the thousands. I've inspected and helped build buildings to the tune of hundreds of millions of dollars.

More importantly, I've engaged with so many knowledgeable industry experts through the years that I can thank for my vast and diversified education in this field--an education that I will gladly share with you every week. More recently, I spent the last few years studying business success stories relevant to today.

Jeffrey Mort:

[06:24](#)

I spent hundreds of hours studying the difference between what makes a good company, and a not so good company. I've also studied in-depth: fitness, health and wellness, nutrition, psychology, neuroscience, and what it takes to live a better, longer, and more enjoyable life. So my friends, it's with all this experience and all these connections in our industry that, in my opinion, I would be doing a great disservice if I wasn't sharing it all with you, the "Wire Warriors" of the nation, who are proudly building the projects and homes across the good old US of A. So welcome to 3-Phase Nation!

Jeffrey Mort:

[07:01](#)

Now, to give full disclosure, podcasting is completely a new way of connecting to my audience with quality content. So please keep that in mind as I learn the ropes to become a professional podcaster. That being said, I welcome you to follow along with me on my journey, both here, on the website at [JeffreyMort.com](http://JeffreyMort.com), and also on social media, on Facebook, and on Instagram.

Jeffrey Mort:

[07:26](#)

I welcome any comments and suggestions that you may have. Not only will I share the winning moments, but I'll also include the struggles and adversity I encounter along the way. I'll share personal health and wellness experiments. I'll bring you those results, and also the experts that can help you like they've helped me. I'm a natural leader, so I'll blaze the path. I'll lead the way and I'll find the shortcuts so you don't have to. Consider this a one stop resource for free master classes on everything it takes to not only run a more profitable business, but also be a more knowledgeable electrician, and live a longer, healthier life.

Jeffrey Mort:

[08:04](#)

Finally, there'll be a place where you can learn from industry experts, and where we can compress decades of knowledge into easy-to-consume bite-size pieces. Because, my warrior friends, if you're not learning, you're burning that bridge to opportunity. The 3-Phase formula of MBS is investing in your Mind, your Body, and your Skills, and that equals success.

Jeffrey Mort:

[08:27](#)

Here's some awesome topics coming your way: we'll help you understand things like fixed versus growth mindset.

Jeffrey Mort:

[08:36](#)

We'll provide a unique opportunity to stand on the shoulders of giants so you can see the way. Think of the two ladder strategy. If there's two ladders leaning up against the wall, and you're at one level and somebody else is at another level, and they're up a little bit higher. Maybe it's leaning up against the wall, and that person on a higher level, they're looking over the top and they can see what's on the other side that you can't quite see there yet because you're not there yet. We want to bring those people that are higher up on the ladder than you or I to this platform so that they can educate us on what they know in this industry.

Jeffrey Mort:

[09:07](#)

There'll be solo episodes on strategy for proving yourself every day.

Jeffrey Mort:

[09:13](#)

There'll be interviews with electrical industry experts. I'm talking about successful business owners, talking about code enforcement officials.

Jeffrey Mort:

[09:22](#)

There'll be episodes on financial education, something they don't teach you in school.

Jeffrey Mort:

[09:26](#)

Episodes on legal education for you business owners. We'll have business education as well.

Jeffrey Mort:

[09:33](#)

We'll have investment and retirement professionals to tell how it really works. Everything you should know for life and career success.

Jeffrey Mort:

[09:40](#)

Now this is where it gets really good. These are some of the things that you don't find in our industry, and some of the things that I want to bring here to this platform. I'm talking about mindset and mental health experts.

Jeffrey Mort:

[09:51](#)

Learn easy steps to avoid stress and fatigue.

Jeffrey Mort:

[09:54](#)

We'll learn tips on how to focus on your family and your core values.

Jeffrey Mort:

[09:58](#)

We'll learn the signs of and avoid occupational burnout.

Jeffrey Mort:

[10:02](#)

We'll also bring you medical specialists in subjects that affect your daily performance.

Jeffrey Mort:

[10:07](#)

We'll educate on shocking, everyday invisible deadly hazards.

Jeffrey Mort:

[10:12](#)

We'll talk about fitness and energy from experts in that industry.

Jeffrey Mort:

[10:17](#)

We'll bring in nutritional experts and professionals and functional medicine experts and professionals.

Jeffrey Mort:

[10:22](#)

We'll even dive into neuroscience and neuropsychology.

Jeffrey Mort:

[10:26](#)

We'll cover some biohacking to live a better life.

Jeffrey Mort:

[10:29](#)

I'm talking about decades of knowledge compressed into weekly 45 minute episodes for years to come. I'm in this for the long game and hopefully you are, too.

Jeffrey Mort:

[10:38](#)

We'll also have challenges. We'll have contests, and we'll have giveaways.

Jeffrey Mort:

[10:43](#)

So if you're interested in all this or just more of one topic, please let me know by leaving a comment. I'll respond to every one of them. And if you yourself are an industry expert and have knowledge to share and would like to be on the show, please find the link in the show notes to get in contact. I'd love to hear from you and set up an interview, and we'll record that and broadcast it to 3-Phase Nation.

Jeffrey Mort:

[11:07](#)

Our trade seems so protective of what we know. The way I see it, it's time we break that cycle of secrecy and stop holding our cards so close to our chest. Don't take your skills to retirement. I challenge all you trade veterans to share what you know and you can share it here. You're welcome to come on the show.

Jeffrey Mort:

[11:25](#)

Speaking of challenges, I plan to challenge every one of you in a fun and thought-provoking way. And some of those challenges will be to change your way of thinking, to be to change your behavior, to help you make your job easier, to help make your relationships better, to elevate your intelligence quotient, to help remember how to dream like a child again, and reach your goals.

We'll talk about successful goal setting and how it's a science, and I'll share that formula with you. I'll challenge you to be a positive influence to those that you lead, and I'll encourage you to persuade others to do the same. It's time to refresh the course of this industry towards a great future.

Jeffrey Mort:

[12:07](#)

So how do we avoid failure? Well, who's the best teacher, Three-Phase Nation? Failure, that's who. That's how we learn the best. So never fear failure like they teach you in school. Let it happen and learn from it. So what do you do when you experience failure? Well you pivot, and you pivot with accuracy. And what's that do? That creates resilience. Resilience is your ability to recover quickly, and resilience will help you survive.

Jeffrey Mort:

[12:36](#)

Remember this definition, this definition right here: survival. I learned this at a very young age. Survival is the ability to adapt to change. It's time to level up your game and make sure you're climbing the right ladder. You don't want to get to the top of that ladder and realize that that's not what you wanted to be. What would be worse than that? And spend all that time getting to the top and realize this: "This is not what I want at all."

Jeffrey Mort:

[13:00](#)

I ask you, who do you want to be in five years, five years from now? I learned this little challenge from one of my favorite books from an influencer of mine. His name is Pat Flynn. The title of the book is [Will it Fly?](#) I'll put a link in the Show Notes. One of the

first challenges in there is called "the airport challenge." So this is how it works. My first challenge to you, Three-Phase Nation, is simply to interact with me with this thought experiment.

For all of you listening, send me a message, but send it from your future self in five years. Pick the four most important parts of your life--and that can be health, family, career, finance, maybe sports, anything, any of the four top items of your life and anything that's important to you--but send it from your future self in five years and tell me what you're doing then that you're not doing now. It should be a fun little experiment and I can't wait to see some of these results.

Jeffrey Mort:

[13:55](#)

No matter where you are now, I want your journey to end in success. The gain in new perspective. I want you to increase your value personally and professionally. I want you to work less hours and make more money. Isn't that a great concept? I want you to feel better. I want you to have less pain. I want you to have more energy, and I want you to have more clarity than ever.

Jeffrey Mort:

[14:16](#)

I want you to outlive your occupation and eventually enjoy your retirement, and maybe even retire early because you can. It's possible. So one final tip in this first episode of 3-Phase Radio that I want to pass on today is that life is a choice, and you can either choose to live a life of mediocrity or a life of abundance. You can either choose to live life by default or life by design. So take control of the future by learning and sharing that knowledge. It comes down to people helping people. Focus on that and the rest will fall into place.

Jeffrey Mort:

[14:56](#)

Coming up in the next three episodes--each will detail the Mind/Body/Skills 3-Phase formula to improve your life, and I'll elaborate on that. Not every episode is going to have to do with your mind or your body, or your health or nutrition.

Jeffrey Mort:

[15:10](#)

Most of these episodes are going to focus on skills. A lot of these episodes, they're going to focus on business tactics, things that you need to know going into the future, and things--most importantly--that are relevant to today and tomorrow.

Jeffrey Mort:

[15:24](#)

The titles of the next couple of episodes: the next one will be "Rewire your Mind for Success." And that'll be a masterclass on control wiring for the brain.

Jeffrey Mort:

[15:34](#)

The one after that, will be "Plug In, Power Up" -- tuning your body for the long game in essential guide to peak performance so you can live a longer life. Then increase your knowledge and skills with every episode from now until your ears fall off.

Jeffrey Mort:

[15:50](#)

Your call to action here on 3-Phase Radio is please share this podcast with your friends, your family, and your co-workers. Please follow--we have a private 3-Phase Radio Facebook group that you can join. Please subscribe and leave a comment to review on iTunes or wherever you listen. I sincerely thank you for spending your time here with me today and I look forward to future podcast episodes with you. Thank you very much.