

Altabanking Podcast Ep. 11 — Recession Tips from a Veteran-Owned Business in Utah

Stan Sorensen ([00:00:10](#)):

Hey everybody. Welcome to Altabanking. We are the podcast that talks about business and all kinds of interesting stuff here in Utah, as you know, representing our community. I am Stan Sorensen. I'm your host and I am here today with Kenny Knight. Kenny, thanks for being here with us today.

Kenny Knight: Guest ([00:00:27](#)):

Thank you. Appreciate you inviting me. I appreciate being here.

Stan Sorensen ([00:00:30](#)):

Yeah. We're going to have a great conversation.

Kenny Knight: Guest ([00:00:32](#)):

Yes.

Stan Sorensen ([00:00:32](#)):

Kenny is the owner and operator of Rage Fitness, as well as other related businesses that we're going to get into and talk about here in just a second.

Kenny Knight: Guest ([00:00:41](#)):

Exactly.

Stan Sorensen ([00:00:42](#)):

Yeah, we're going to have a good time talking about all kinds of different things regarding being an independent business owner and small business owners. So with all that having been said, tell us about you, tell us about the business.

Kenny Knight: Guest ([00:00:58](#)):

Well, name's Kenny Knight. I'm retired from the military after 20 years. I started out in the Marine Corps, finished out in the Army, and what brought me up here to Utah was driving trucks. I was down in California, I started driving trucks, that brought me up here. I got up here and I met my wife and I stayed and I opened up a gym. Then I retired here. I started my gym up before I retired. But opened up a gym, retired, and here I am, and just enjoying myself.

Stan Sorensen ([00:01:29](#)):

That's good. That's good. Enjoying yourself's important.

Kenny Knight: Guest ([00:01:31](#)):

Yeah. Yeah.

Stan Sorensen ([00:01:33](#)):

Yeah. Okay. So you opened a gym. Well, so we talked about this a little bit before we got started. So really the business started in 1995, but you really didn't start in Utah for a number of years after that, right?

Kenny Knight: Guest ([00:01:43](#)):

Right. Correct.

Stan Sorensen ([00:01:43](#)):

Yeah. So let's kind of walk through that history. How did you get started in '95, where were you, and then-

Kenny Knight: Guest ([00:01:49](#)):

So in '95, I was living down in Escondido, California. I was in the Marine Corps, I was stationed at Camp Pendleton at the time. I've always been into training, fitness, and everything else, and I wanted to do something of my own, on my own. Because where I come from, I come an area where the only businesses...

([00:02:15](#)):

First of all, let me tell you, I didn't know anything about owning a small business. I thought everything was corporations and everything else. The only thing I really knew where people were running business was they were either pimps or drug dealers or something like that or farmers. I thought everything was corporations and I thought you retired and you got a pension or gold watch and that was it. I didn't know that you could start your own thing.

([00:02:42](#)):

But as I started training and Maryland and I started learning from people and I started training with people who owned construction businesses, hair salons, and this and that, and it just struck me, wow, you can own a small business? You can do this yourself?

([00:03:03](#)):

Yeah. Then a lot of places where I had trained at, the fitness facilities, I didn't really as far as cleanliness, orderly, as far as putting weights away, and just how things were ran. I was like, man, if I ever had had a gym, I would do it my way and just something different.

([00:03:25](#)):

So I started. When I used to work out, everybody said, "Man, Kenny, you always work out like you're in a rage." So rage became my thing, so it actually became an acronym for me, which stood for Real Athletes Generate Energy, and so that was my rage thing.

([00:03:41](#)):

I used to compete and used to compete in power lifting and body building and stuff, and every time I competed, some people were on steroids and stuff like that. I've always been natural, I've never done that. So that's where the acronym came from. Real athletes didn't need that stuff. That was my opinion.

([00:04:01](#)):

I just took it from there and turned it into what it turned into. You know?

Stan Sorensen ([00:04:05](#)):

Yeah. Yeah.

Kenny Knight: Guest ([00:04:06](#)):

So that's Rage.

Stan Sorensen ([00:04:07](#)):

So what was it like? '07 I think is when you came up here.

Kenny Knight: Guest ([00:04:12](#)):

Right, that's when things got really sick. Actually, I came up here in '99. I came up here in '99, I took a break out of the service and I started driving trucks. Started driving trucks for C.R. England, that brought me up here. I got recruited by them and I came up here and I didn't leave the compound for the first six months I would come up here. Because coming from where I'm from, there's a whole lot of Black people, and up here I heard about the Mormons and stuff and they had horns and all that kind of stuff. I was like, "Man, I ain't going out there." So whenever I came to Utah, I would stay there at my little compound, and then when I had to leave, I'd leave out of town.

([00:04:51](#)):

Then one day, some of my friends, who was a fellow truck driver, he took me out in town and, man, I had a really good time. I was like, wow, these people are nice. This is a good area and everything else. So that's what changed my mind about Utah.

([00:05:12](#)):

Yeah, so then I came up, I finally moved up here in '99. Then I moved up here in '99, was training at a gym down in American Fork, but I got back in the military at the same time. So then I started running personal training and boxing classes in my basement while I was in the military, and that's really how things got going.

([00:05:42](#)):

Then when I finally retired from the military in '07, when I finally retired, that's when I really kicked things off.

Stan Sorensen ([00:05:51](#)):

'07 is an interesting time to try to start a business because we've got all that housing stuff that was coming on and then the recession kind of hits in '08.

Kenny Knight: Guest ([00:06:00](#)):

Yeah. Trust me, it hit me really good, too.

Stan Sorensen ([00:06:03](#)):

I was going to ask you to talk about that a little bit. What was that whole experience like?

Kenny Knight: Guest ([00:06:07](#)):

Well, first off, when I started, so I retired, I got a lump sum of money. I got my retirement, I still get retirement pay, but I got lump sum of money. So that helped. I started running boot camps at a couple different places and the money that I was getting from a retirement, that was going to my living, my house, my wife, my kids, my this and that, so I was sleeping in my vehicle.

([00:06:33](#)):

I would drive from one place to the other, train, sleep in my vehicle, then drive to the other place, train, sleep in my vehicle. Try and get home to take a shower every once in a while and stuff. It was pretty bad. Then I eventually was able to open up a place and I had a couple partners and that's when everything got nasty. That was in 2008.

[\(00:07:01\)](#):

Anyway, it went real bad. It was a domestic dispute. I got sued for \$650,000. I lost everything. I lost my house. I lost my cars. I lost pretty much everything and I had to leave the building that I was in. So then I just rented out a warehouse and I worked with what I had. It was a rough time, but we just kept on going. Kept going, kept grinding, and eventually climbed back up. Yeah, yeah, but it was rough. It was rough, yeah.

Stan Sorensen [\(00:07:40\)](#):

Yeah. So let's come back around to the experience of starting the business and then growing the business. Number one, in that 2008-2009 period, a lot of competition, right? How did you differentiate yourself as a fitness oriented business from all these other gyms and everything else that we see around?

Kenny Knight: Guest [\(00:08:08\)](#):

Well, I like to call my place a special training facility. So when I started out, it was Rage Boxing and Fitness, because I did a lot of boxing. So we had a cage on one side, a boxing ring on the other. We were fighting on FX television, we were fighting USA Boxing, and we were doing training and stuff, just weightlifting and everything else. So that right there made it a little bit different.

[\(00:08:35\)](#):

The training that I was doing was not just come into my gym and workout on your own or whatever, it was I knew everybody that comes in my gym. Still to this very day, I know everybody that comes in my gym, comes and goes, and everybody gets trained.

[\(00:08:52\)](#):

A lot of gyms you go into, they don't know your name, they don't care about your name, you pay that monthly fee and that's all they care about. Me, I tell people, "Hey, I might cost a little bit more, but you're going to get trained. Everybody here is going to get a work out." That's love to me, you know what I mean? It might be tough love, but it's love. You know what I mean? You're going to get your money's worth.

[\(00:09:14\)](#):

I think that was one of the big things that differentiates me from a lot of other places. You know what I mean? Yeah, that was the big thing. I don't know if I answered your whole question.

Stan Sorensen [\(00:09:29\)](#):

No, it's great. No, it's great. One of the things I noticed today as we were talking about it as well, as you said, your model's not the join a gym, pay a fee, come in and work out whenever you want, these are the hours I'm open. So number one, the benefit is you don't have that January drop off.

Kenny Knight: Guest [\(00:09:51\)](#):

No. No.

Stan Sorensen ([00:09:51](#)):

Right? You know that spike and that drop everybody else has?

Kenny Knight: Guest ([00:09:53](#)):

Right. Right.

Stan Sorensen ([00:09:55](#)):

But the other thing is your program seems to be relatively to highly personalized. Right?

Kenny Knight: Guest ([00:10:02](#)):

Yes. Yes.

Stan Sorensen ([00:10:03](#)):

So talk about that. Tell us about that process. If someone comes in, first time they meet you, what's that conversation like?

Kenny Knight: Guest ([00:10:10](#)):

Well, I know a lot of people don't realize, and I don't really mention it, but it's almost like when I put my workouts together there's elements that I put into my workouts that people don't even realize they're doing but they're doing it, because they just come in and do what I have written on the board. I was teaching some people today about three points of flexion for each muscle. I was like, "You want to work it in a stretch, contracted, and mid-range position," and they were like, "Oh, I didn't know nothing about that." I was like, "Well, don't worry, you've been doing it anyway because it's in the workouts." That's why the workout is always different so you never get a chance to plateau.

([00:10:51](#)):

But the other thing, there's something that I also do at my gym and a lot of people don't know that's happening, I'm not only testing them physically, I'm testing them mentally and emotionally. If you come to my gym there's chalkboards with quotes all around my gym and every quote points back at them. Every quote points back at them.

([00:11:16](#)):

I used to be a drill instructor in the Marine Corps, so I know this might be bad, but I don't have patience, I'll say. Or I don't have a tolerance. I don't have tolerance for can'ts and things like that. I like people to be strong physically, mentally, emotionally. So if you look at some of the boards, one of them says, "Don't complain about the results you didn't get from the work you didn't do." Another one say, let me think, "If you want it bad enough, you'll make a way. If not, you'll make an excuse." I mean, it's things like that so it's always back on them. It's always back on them.

([00:12:08](#)):

It's funny, people come in and they start reading those boards. They read them.

Stan Sorensen ([00:12:11](#)):

Oh, I'm sure.

Kenny Knight: Guest ([00:12:12](#)):

They read them and read them every day. Sometimes it catches you at the right time. In fact, on my social media, every morning at 3:30 when I get up, I put up a motivational quote. Monday through Friday, there's a motivational quote. They're not for everybody. Some of them are for some people some day and they'll hit me up, "Kenny, thank you. I needed that today." Then sometimes I'll get some feedback like, "Yeah. But no, this one ain't right because of this or that or whatever." Well, that one wasn't for you, you know what I mean?

Stan Sorensen ([00:12:44](#)):

Yeah. Yeah.

Kenny Knight: Guest ([00:12:49](#)):

Yeah. I think it's the genuineness. I think it's the genuineness when people step into my gym that, yeah, it's just genuine, it's real. Our conversations, I ask questions. I ask questions and mostly I'm asking questions about how bad they want it. I don't want you to come into my gym and think that I'm going to do it for you. I can't. You know what I mean?

Stan Sorensen ([00:13:11](#)):

Right. Right.

Kenny Knight: Guest ([00:13:11](#)):

I mean, I can give you all the tools, but I can't do it for you, and I want them to know that. So I don't want them to come in and think that they can hop on the treadmill, which I don't have anyway, because I don't want anything doing the work for them. But I don't them think that they could come in and just do nothing and get results and then be upset because it didn't happen. You know what I mean?

([00:13:33](#)):

You come in, it takes some hard work, it takes dedication, but it doesn't always happen in the gym. You've got to go home and you got to eat right. If you're not eating right, and that's the biggest part. I let people know, I'm not a stalker, so I'm not going to follow you home to make sure you eat right. I don't have time for that trash. So you come here, you're going to get a hundred percent, but then you got to go home and do the same thing. You can't work out like a monster and eat like a mouse or vice versa and think it's going to happen. I let people know that kind of stuff.

([00:14:04](#)):

Then I test them emotionally too. I won't say things to directly be mean. Well sometimes, but that's just fun.

Stan Sorensen ([00:14:14](#)):

For sure.

Kenny Knight: Guest ([00:14:14](#)):

But that's just being fun. But I say things to people, I test their resolve, test them. When they have an excuse or whatever or things that I see as an excuse, I will call them out on it. You know what I mean? Call them out on it and I'm not so nice about when I call them out on it sometimes.

Stan Sorensen ([00:14:40](#)):

Sure.

Kenny Knight: Guest ([00:14:40](#)):

Then it's funny how they realize it, like, "Oh. Oh yeah, okay." It's pretty funny.

Stan Sorensen ([00:14:48](#)):

Yeah. Yeah. Oh yeah, I'm sure it is. I'm sure it is. Yeah, a lot of people need that little... Number one, to my mind, it shows that you care, right?

Kenny Knight: Guest ([00:14:59](#)):

Exactly.

Stan Sorensen ([00:15:00](#)):

Even if you're calling somebody out on making an excuse, it's because you care.

Kenny Knight: Guest ([00:15:04](#)):

Exactly.

Stan Sorensen ([00:15:05](#)):

Right? You want them to achieve what it is they came in to achieve, right?

Kenny Knight: Guest ([00:15:09](#)):

Exactly. Yep.

Stan Sorensen ([00:15:11](#)):

I get that.

Kenny Knight: Guest ([00:15:15](#)):

They don't just get that, but when they walk in the door, usually, remember that show Cheers?

Stan Sorensen ([00:15:22](#)):

Oh yeah.

Kenny Knight: Guest ([00:15:22](#)):

Norm will walk in, "Norm!" every time he walked in? They get that. I mean, people walk in the door and I'm somewhere in the gym, I see them, I yell out their name. You know what I mean? I yell out their name when they come in or they get a hug. You know what I mean? We get a hug when we come in. You know what I mean? The guys and the girls, dap somebody up. It's always like that, you know what I mean?

([00:15:48](#)):

Yes, it's tough love, but at the same time, it's still love.

Stan Sorensen ([00:15:52](#)):

It's still love. Yeah.

Kenny Knight: Guest ([00:15:53](#)):

You know what I mean? It's still love. You know what I mean? I'm going to give you that dap and give you that, now, let's do it. Now let's do it, you know what I mean?

Stan Sorensen ([00:15:57](#)):

That's awesome. Yeah, that's great. So you've got Rage Fitness, and then you've got the supplement business?

Kenny Knight: Guest ([00:16:08](#)):

Salute supplements.

Stan Sorensen ([00:16:10](#)):

Right. Salute supplements. I just drew a blank on the third one, even though I was reading it again this morning.

Kenny Knight: Guest ([00:16:15](#)):

Okay. There might be a couple, but there's-

Stan Sorensen ([00:16:16](#)):

No excuses.

Kenny Knight: Guest ([00:16:17](#)):

No Excuses No Regrets Coaching.

Stan Sorensen ([00:16:19](#)):

Yeah, no regrets. Yeah.

Kenny Knight: Guest ([00:16:19](#)):

No Excuses No Regrets.

Stan Sorensen ([00:16:21](#)):

Yeah.

Kenny Knight: Guest ([00:16:21](#)):

Then there's TTK Bod Squad, that's a body fat tester I have there. They have one down at BYU, one at University of Utah, and I think there's one somewhere in Murray, and then I got one at my gym.

Stan Sorensen ([00:16:34](#)):

You got one. Okay.

Kenny Knight: Guest ([00:16:35](#)):

Then there's also Knights Armor. Knights Armor is when I go and speak at different schools and stuff like that and I go and do boot camps at schools and things like that.

[\(00:16:44\)](#):

So it all really started with Knights Armor. Knights Armor, because my last name is Knight, you know?

Stan Sorensen [\(00:16:49\)](#):

Right.

Kenny Knight: Guest [\(00:16:52\)](#):

My childhood, I mean, I had... How do I say it? My childhood was my childhood, I loved it. I loved it. But a lot of people would look at my childhood and say it was pretty rough. You know what I mean? Just one, from the area I grew up and how poor we grew up, and then with the father I had and stuff like that. He was a tough guy. But I always was like, nobody's going to be able to do this to me anymore, beat me down, do this to me, do that to me, physically, mentally, or emotionally.

[\(00:17:28\)](#):

So Knights Armor, that's where Knights Armor came from. Knights Armor. My armor is my body, is my mind, is my emotions, you know what I mean? So I put together an acronym for Knights Armor. But that's the umbrella and everything else falls from that. So when we're talking physically, you got Rage Fitness. When you talking about also physically, a Salute Supplement. With the mentality, that's me going to speak at schools and stuff like that, and emotionally, same thing. So yeah, that's really the umbrella for it all, for everything, for the other things that I do.

Stan Sorensen [\(00:18:07\)](#):

Cool. That's cool. What age kids? When you're going out talking to schools, how young does that start?

Kenny Knight: Guest [\(00:18:12\)](#):

Well, last week I went and spoke at a school, Freedom Elementary, and they were sixth graders. But I've spoken to younger, third and fourth graders. That's about the youngest that I've spoken to, third and fourth graders. But then I've spoken at up here in Salt Lake at some correctional facilities and all kinds of schools and stuff like that. Yeah. Churches, whatever.

Stan Sorensen [\(00:18:34\)](#):

Uh-huh. And the message is, I imagine, pretty consistent?

Kenny Knight: Guest [\(00:18:38\)](#):

Yes. Yeah. Yeah. Yeah. I have principles, so Knights Armor is principles. So you got the K for keep challenging yourself. The N for never listening to your naysayers. The I is invest in yourself. The G is setting goals. The H is hard work. The T is for take action. The S is for stay committed. Then the A is for attitude, pick a good one. The R is for responsibility. M is motivation. The O is outside the box thinking. And the R is for getting results.

Stan Sorensen [\(00:19:09\)](#):

That's great.

Kenny Knight: Guest ([00:19:12](#)):

I use those principles because those are the principles that helped me do what I'm doing. Those are the principles. I could have easily fell in line with a lot of people where I'm from. I mean, because it would've been easy. It would've been easy to fall in line. But I decided to do something different, but those principles is what allowed me to do something different. They allowed me to mentally, emotionally. Yeah.

Stan Sorensen ([00:19:43](#)):

How many of those did you develop as you were growing up and then how many of those were added once you enlisted and were a member of the Corps?

Kenny Knight: Guest ([00:19:55](#)):

I'd say a few of them. Only a few of them were developed when I was growing up, but then the Marine Corps really developed most of them. Because Marine Corps really worked a lot on principles and that's the military period. But then getting out, once I got out of the military, because the military, with the Marine Corps, all of my principles were hard, but then after I got out of the military and with the Rage Fitness and everything else and what I'm doing now, it brought in some of the softer ones, or the ones thinking outside the box and things like that. Because I've always got to think outside the box when it comes to my gym stuff. So it brought in some of the softer principles, and yeah. Yeah.

Stan Sorensen ([00:20:47](#)):

That's really great.

([00:20:49](#)):

So you talk about adaptation a little bit, right? Because that's part of what I'm interpreting, with respect to communicating these principles and all to people, is there's a level of adaptation there. People need to adapt their attitude, be more results oriented, or just be comfortable in the discomfort, as you mentioned earlier. Right?

Kenny Knight: Guest ([00:21:13](#)):

There you go. Yes.

Stan Sorensen ([00:21:15](#)):

There are a couple of adaptations that I think are going to be interesting that I'd like to talk about. One of them is there are a lot of what I refer to as fitness fads that go on out there. Right? Right now people talk about functional fitness, and you've got the CrossFit cult, if you will. No offense to any CrossFitters that are listening. But how do you decide which elements you want to adapt to versus which ones you just, you know what, I'm going to ignore this because it truly is a fad and it's not going to be beneficial to-

Kenny Knight: Guest ([00:21:55](#)):

Right. Whether it's power lifting, body building, functional training, sports training, CrossFit type training, all of those, I think there's a space for all of them because there's an abundance of people. There's an abundance of people and people like different things. It's whatever works for you. Whatever works for you physically, mentally, or whatever, emotionally, I think they're all good, or I can find good in all of them. You know what I mean?

[\(00:22:33\)](#):

I think they're all great, to be honest, but if you change nothing, nothing will change. If you want to get a different result, well, you know the definition of insanity, right? Doing the same thing over and over again and expect a different result? If you want to get a different result, then you got to try something different, and that might be trying... So I never try and lock people. If you notice too, I don't know if you pay attention to mine, I don't lock people down in contracts. I don't lock people down contracts.

Stan Sorensen [\(00:23:09\)](#):

Yeah, I noticed that. Yeah.

Kenny Knight: Guest [\(00:23:09\)](#):

They can leave any time they want. I let them know that too. I tell them, come in, try it out for a week for free. If you like it, stay, if you don't like it, don't stay. If you don't want to be here, I don't want you here. You know what I mean?

[\(00:23:21\)](#):

It's not like I'm trying to get rid of people, but I want people, they need to be happy. You need to be happy where you're at. You could be in my gym and be happy for a while, but then it's not getting you what you want somehow. Well go try something else. It might be for you.

[\(00:23:39\)](#):

Sometimes it is. I mean, heck, like I said, I've done power lifting. I've trained at other gyms, done power lifting and all the other things too. I've never done... I can't say I've never, but I've never done CrossFit. But I think it's good. It's good because it works for a certain group of people. That's where you find home and that's where you're comfortable at or whatever, then do it.

Stan Sorensen [\(00:24:19\)](#):

Yeah, I like that. I like that.

Kenny Knight: Guest [\(00:24:22\)](#):

Yeah.

Stan Sorensen [\(00:24:23\)](#):

The other adaptation is adapting the business to what's going on out in the economy and out in the market. We talked about that a little bit already with respect to the recession as you were getting started, but we've had a couple of really wild things happen the last couple years, right?

Kenny Knight: Guest [\(00:24:42\)](#):

Right. We had COVID.

Stan Sorensen [\(00:24:43\)](#):

Between COVID, and now we've got this inflation recession cycle that's going on. Talk about the way that you... I mean, let's talk about the COVID adaptation first, where people were supposed to be staying home.

Kenny Knight: Guest [\(00:24:54\)](#):

Well, the one thing I loved about... I believe we can learn from everything and I actually enjoyed the COVID period because it made people think outside the box. it's the businesses that learned how to adapt and think outside the box, those are the ones that are still working.

[\(00:25:15\):](#)

I never shut my gym down the whole time. You know what I mean? Because that kind of stuff, I know it's hard to say, and I know a lot of people don't agree with this or won't agree with this, but the mind is a powerful beast. The mind is a powerful beast. I'm one of those people, I tell people, I don't get sick. I don't get sick. I just don't do it. So when COVID came around, I was like, "I ain't worried about no darn COVID, I don't get sick." So I don't worry about that kind of trash.

[\(00:25:42\):](#)

I believe that you bring things to fruition. You know what I mean? Yeah. If you think about it, oh, think about COVID all day, and this and that, well, then guess what you going to about to get?

Stan Sorensen [\(00:25:52\):](#)

Yeah. Yeah.

Kenny Knight: Guest [\(00:25:52\):](#)

You know what I mean?

Stan Sorensen [\(00:25:52\):](#)

Yep.

Kenny Knight: Guest [\(00:25:54\):](#)

Leave that trash alone.

[\(00:25:56\):](#)

I equate what I do in the gym to life too. Let me tell you this before I answer that way. I was sitting in my gym one time. I was sitting in my gym, and this was COVID, and where my gym is, there's a store right over here, kitty corner. We always talk about the culture and I read about what's going on at home in Maryland and stuff and how many murders we have every week and all this kind of stuff, and the violence and this and that or whatever, and I'm like, y'all don't understand. You know what I mean? These people are fighting every day for their life. They're fighting, so it's a struggle. So that's why you got violence and that's why you have this and that going on.

[\(00:26:45\):](#)

Well, then COVID happened. COVID happened and people were out of toilet paper and they were out of this and out of that. I sat there at the gym and I watched people come in and out of store and I watched people start fighting. I watched people this and that. I was like, boom, there you go. There you go. This is what they're going through back home all the time. So I hope y'all paying attention and seeing what's going on.

[\(00:27:19\):](#)

So adapting to that was pretty easy for me, really, to be honest. I think things that happened to me in my life and the way I grew up and stuff, grew up poor, grew up struggling, making ends meet, and so on and so forth, it prepared me for this kind of stuff. You know what I mean? So now when we have hard times, it's not hard to me. It's like, eh, just life. Suck it up, keep moving, keep doing what you're going to

do. If you have faith, it'll work its way out. As long as you keep working, it'll work its way out. Keep pushing forward and adapt to situations.

[\(00:27:58\)](#):

I changed up a few things. Told people to wash their hands and clean equipment and this and that and everything else. Really, the stuff that was required anyway.

Stan Sorensen [\(00:28:06\)](#):

Right.

Kenny Knight: Guest [\(00:28:07\)](#):

Put your weights away. But people felt comfortable. I mean, even when stuff was haywire out there, they felt comfortable coming to the gym. They felt comfortable coming to my gym and I loved that.

Stan Sorensen [\(00:28:23\)](#):

So as we were saying earlier, any small business needs to be able to adapt in a certain way.

Kenny Knight: Guest [\(00:28:30\)](#):

Exactly. Yes.

Stan Sorensen [\(00:28:31\)](#):

We really were tested. From what you've said, it didn't fundamentally change your business in a lot of ways, but maybe just reinforced some habits that you want people to develop like clean your equipment, et cetera. Right?

Kenny Knight: Guest [\(00:28:47\)](#):

Right. Right. It did change. It made me do online programs. Do more online programs that had done nothing but benefited me now.

Stan Sorensen [\(00:29:01\)](#):

Oh yeah.

Kenny Knight: Guest [\(00:29:01\)](#):

There's a residual income that comes in from there and I'm like, oh man, I don't think I would have ever done this if COVID didn't happen. Then selling my products online and stuff more. So, yeah, it made me... When you're my age, I'm 52, so we still sometimes we get into that old school mindset, you know what I mean?

Stan Sorensen [\(00:29:21\)](#):

Yep.

Kenny Knight: Guest [\(00:29:21\)](#):

Yeah. Sometimes I still want to walk the streets and put flyers on people's houses and cars and they're like, "No, you don't have to do that. You can just put something together and hit send and it could go out to thousands of people."

Stan Sorensen ([00:29:33](#)):

There it goes. Yeah.

Kenny Knight: Guest ([00:29:34](#)):

So that mindset is just sometimes we still get stuck there sometimes.

Stan Sorensen ([00:29:39](#)):

Okay, I want to shift gears a little bit. I want to go back to the whole process of starting a business, but I want to take it from a slightly different perspective. So we've talked about it as independent businessman, starting a small business, crowded space, et cetera. You have done a great job of differentiating yourself and all.

Kenny Knight: Guest ([00:30:02](#)):

Exactly.

Stan Sorensen ([00:30:03](#)):

Now, if we can, let's talk a little bit about that experience from the perspective of being a Black business owner.

Kenny Knight: Guest ([00:30:08](#)):

Black man. Yeah. Yeah.

Stan Sorensen ([00:30:12](#)):

Talk a little bit about that.

Kenny Knight: Guest ([00:30:14](#)):

There was some positives, but there was some negatives.

Stan Sorensen ([00:30:16](#)):

Sure.

Kenny Knight: Guest ([00:30:17](#)):

Or I'll say there are some positives and there are some negatives. People are curious, you know what I mean? People are curious. I see this and I think I get business because of that. People are curious. I also think I get business because, I don't know how to say this, but a lot of people, I mean, we live in a predominantly white area.

Stan Sorensen ([00:30:43](#)):

Yes.

Kenny Knight: Guest ([00:30:44](#)):

So some people want to say they got a Black friend, you know what I mean? I can see it sometimes when I go to football games or I go to restaurants, or I'm here or there, whatever, "Kenny!" My wife always says, "You're a celebrity. Everywhere we go, somebody is saying your name. Everybody knows

you." You know what I mean? We went out last night and, I don't know, we were walking out the door and I had four people stop me to talk to me, and she was... Yeah, it pisses her off sometimes.

[\(00:31:14\)](#):

So I see that and I see that because when people want to come to my gym, a lot of the families here have adopted Black kids and they want to bring their kids to me so the kids can relate. They think I can relate with them better and so on and so forth.

[\(00:31:39\)](#):

So there's a lot of positives.

Stan Sorensen [\(00:31:41\)](#):

Sure.

Kenny Knight: Guest [\(00:31:45\)](#):

Because I'm different, it differentiates me. It's easy. "Kenny, oh he's the big Black guy. Yeah, we know him." You know what I mean? I seen the positive.

Stan Sorensen [\(00:31:55\)](#):

That's interesting, yeah.

Kenny Knight: Guest [\(00:31:57\)](#):

But I've seen some downside too.

Stan Sorensen [\(00:31:58\)](#):

Sure.

Kenny Knight: Guest [\(00:31:59\)](#):

People are intimidated by me. I don't know if that has everything to do with race. It might have to do with my demeanor too. I think I have a pretty strong presence with the mindset and this and that or whatever. Also, I'm one of those people, I'm a disciplinarian. You know what I mean? I'm a disciplinarian. So kids talking back to parents and stuff like that, that doesn't work for me too well. You know what I mean?

Stan Sorensen [\(00:32:28\)](#):

Sure.

Kenny Knight: Guest [\(00:32:28\)](#):

I'm quick to say something about that kind of stuff. Yeah, so that's part of it.

[\(00:32:40\)](#):

To be honest, I think that there's been times where things didn't go my way because of my race. When I say things didn't go my way, I may have not gotten a loan, or I may not have gotten a whatever. You know?

Stan Sorensen [\(00:32:57\)](#):

Yeah. Yeah.

Kenny Knight: Guest ([00:33:02](#)):

For me, and you grew up with that kind of stuff, you know what I mean? Yeah, you grew up with that kind of stuff. It's almost not a negative, it's almost just an obstacle. You know what I mean? It's like, okay, I can still accomplish this, I just have to move differently. I might have to move differently than you, but I can still get there. You know what I mean? You might be able to go there in a straight line, I may have to go this way and then go that way and go back, boom, but I can eventually get there.

([00:33:38](#)):

When you're used to doing that, it's not such a big deal. I may have to do that because of race. I don't know. Maybe because of education, maybe because of my lack of knowledge. I don't know. But I just see it that way, you know what I mean? I think mentally I'm strong enough that I just don't let things stop me and I don't let things bother me. You know what I mean? Yeah.

Stan Sorensen ([00:34:06](#)):

Have you found that things have changed over the last 15 years or so?

Kenny Knight: Guest ([00:34:13](#)):

I mean, things have changed, or people changed towards me, or what?

Stan Sorensen ([00:34:16](#)):

Yeah. Yeah. Yeah. I mean, people changing towards you. As the population gets to be more and more diverse and more and more aware, if that's the right word.

Kenny Knight: Guest ([00:34:31](#)):

Yeah, it is.

Stan Sorensen ([00:34:32](#)):

Yeah. I mean, I'm just wondering what you've noticed and if you've noticed changes or anything like that that really stands out.

Kenny Knight: Guest ([00:34:38](#)):

Okay, let me say a couple things. One, yes, change towards me. One time, let me tell you a story, I'm driving home and I'm in '71 Chevy Nova, my old '71 Chevy Nova. I love my hot rods.

Stan Sorensen ([00:34:50](#)):

I would love that car, by the way.

Kenny Knight: Guest ([00:34:51](#)):

Yeah. Yeah. You would love it.

Stan Sorensen ([00:34:55](#)):

That's an awesome car.

Kenny Knight: Guest ([00:34:55](#)):

I drove up here from California in a '64 Chevy Nova. One of those old box Novas?

Stan Sorensen ([00:34:59](#)):

Yeah.

Kenny Knight: Guest ([00:35:00](#)):

Ooh, that thing was sweet, and my dumb behind sold it and now I want it back and I can't get it. But anyway, so I'm riding around, I'm coming home in this car, and I got a bandana on my head, because I just left the gym and everything else, and I got a tank top on. I'm riding with my girlfriend, my girlfriend, who is now my wife. We're coming through town and then we make a left, and as we make a left, there's a cop sitting on the corner and he shines his light at my car. I told her, I said, "Hey, we're getting ready to get pulled over." I knew we were going to get pulled over because I was Black. I knew it.

([00:35:37](#)):

Sure enough, we got pulled over. We got pulled over. He didn't come to my side. He went straight to her side and asked if she wanted to be there.

Stan Sorensen ([00:35:49](#)):

Wow.

Kenny Knight: Guest ([00:35:49](#)):

Yeah, like I had kidnapped her or some kind of trash.

Stan Sorensen ([00:35:52](#)):

Yeah. Yeah. Wow. Yeah.

Kenny Knight: Guest ([00:35:52](#)):

Then she's the one that got pissed off. I laughed about it because I'm like, "You freaking idiot, I ain't trying to kidnap nobody." But anyway, but he finally said he stopped me because I had a dim light. The light wasn't even out, it was just dim. He said I had a dim light, whatever.

([00:36:10](#)):

So yeah, we go to that, and to now, those police officers work out at my gym now. They work out at my gym, you know what I mean? Well, some of them. They work out at my gym now. I go over to there and they've taken me through the... I mean, great police officers. They've taken me through their new building and shown me all around and everything. Some of them are really good friends with me. They still come over to my gym and work out and their kids work out with me. They work with me.

([00:36:38](#)):

Yeah, so things have changed that way. Plus, it's like I told you, like my wife said, everywhere I go, "Kenny!" Everybody knows who I am. Yeah, things have changed a lot in that way towards me.

([00:36:54](#)):

But now if you're talking about towards Black race, yes. I've always said this, and you can take this with a grain of salt, but there's a lot more interracial couples, so there's kids, and a lot of these white families, they're adopting these black kids, and all of this is happening. So now even a couple of my daughters are

white girls, you know what I mean? I've been with them since they were three and one. So now when they look and they see something like the George Floyd thing, I'll say the George Floyd thing, you know what I mean? They don't just see some Black man being whatevered by some cop, they see dad. You know what I mean? So now it's affecting...

(00:37:49):

So now they've got half black kids or they've got black kids they adopted or whatever, so now it's not just affecting Black people, now it's affecting white people too.

Stan Sorensen (00:38:00):

Yeah. I want to go back to something that, because now I'm kind of thinking about it, what you just said before we started rolling again. So 3:30 in the morning, that's when your day starts.

Kenny Knight: Guest (00:38:11):

That's when I start, yeah.

Stan Sorensen (00:38:13):

How early do you have people starting to come into train?

Kenny Knight: Guest (00:38:16):

5:00 AM.

Stan Sorensen (00:38:16):

Okay.

Kenny Knight: Guest (00:38:18):

Yeah. But I love my alone quiet time. But I'm an empty nester now, so I really don't need to get up there early anymore, but it's habit now. You know what I mean?

Stan Sorensen (00:38:29):

Yeah. Yep. Just habit.

Kenny Knight: Guest (00:38:32):

Plus, my family's all on the East coast, so when I put up my motivational quotes and stuff like that, although it's like 3:30 here, 3:45, it's 5:45 there. You know what I mean?

Stan Sorensen (00:38:45):

Yeah. Yeah. Yeah.

Kenny Knight: Guest (00:38:46):

They're getting to the gym and stuff like that. Even every day that I take pictures of the workouts that I put on my board, I take a picture and send it out on Facebook, I send it out here at five o'clock, but back there it's seven o'clock. If I don't send it out, I get response, "Hey, what's the workout today?" You know what I mean?

Stan Sorensen ([00:39:06](#)):

I bet you do, yeah.

Kenny Knight: Guest ([00:39:07](#)):

I'm like, "You're in New York. What you worried about what we doing? I'm in Utah." But there's still, yeah, I get it. So yeah, now I almost feel, as much as I enjoy getting up and this, and I almost feel obligated to now too. You know what I mean? Because I know people are following and stuff.

Stan Sorensen ([00:39:27](#)):

People are waiting.

Kenny Knight: Guest ([00:39:28](#)):

I'm like, yeah, it actually feels good though. It feels good though.

Stan Sorensen ([00:39:33](#)):

How many people in that five o'clock class come in complaining about five o'clock?

Kenny Knight: Guest ([00:39:43](#)):

You know what? None of them. None of them. Well, I ain't going to say none of them. The only ones that complain about five o'clock are the new people, and those are the ones that come to bootcamp. So they're new, they're not used to it. They're coming to bootcamp, so they're fresh. But everybody else that shows up at five o'clock, they're here.

Stan Sorensen ([00:39:59](#)):

Habit. Yeah.

Kenny Knight: Guest ([00:40:01](#)):

They're really not supposed to show up until 5:30, but they like five o'clock. So I'm like, "Well, I'm not going to tell you you can't come, just stay out of my way." But yeah, so it is only the new people that complain and they complain for a little while, but then they get used to it.

Stan Sorensen ([00:40:20](#)):

Yeah, they get over it.

Kenny Knight: Guest ([00:40:21](#)):

You know what? We got such great people at the gym. It's fun. It's not only fun, it's funny. I mean, we do a lot of laughing. But like I said, it's almost like a family environment. If there's a new person that comes in, there's a couple ladies at the gym, they will go and introduce themselves and they tell them the ropes.

([00:40:45](#)):

Sometimes I have people bring people in and I don't even have to do the paperwork. They take them to the front desk, they go under, they pull out the paper, tell them, "Fill this out and leave it over here for Kenny," or whatever. I don't even have to do the work.

Stan Sorensen ([00:41:00](#)):

That's cool.

Kenny Knight: Guest ([00:41:02](#)):

Everybody knows. Then when people don't put their stuff away or whatever, they say something. I don't even have to say stuff anymore. Every once in a while I do, but most time the people in the gym, they tell them, "Hey, put the stuff away, please. It was good when you got here, make it good for everybody else who comes in throughout the day too."

([00:41:21](#)):

I don't even know how to explain it. We have a really good climate, a really good culture. Some of the conversations we have in there, they could be podcasts, be good podcasts. I'm like, man, I wish we had video of this.

Stan Sorensen ([00:41:40](#)):

Yeah, yeah. Start filming.

Kenny Knight: Guest ([00:41:41](#)):

We have some good conversations. Exactly. It's crazy. It's crazy. But yeah, it's a good time. We have a good time. Sometimes the conversations are really deep. Sometimes they're light. Sometimes they're funny. Sometimes they're inappropriate probably.

Stan Sorensen ([00:41:52](#)):

Probably, but yeah. It feels very community-like, and I think that if you think about differentiators, we've talked about the program, the program is different.

Kenny Knight: Guest ([00:42:06](#)):

Yeah. Yeah.

Stan Sorensen ([00:42:08](#)):

And your approach is different than a lot of other people's approach is going to be, unique to you. That community environment that you're describing also feels like a real differentiator to me.

Kenny Knight: Guest ([00:42:20](#)):

Can I tell you what I really think it is? Or what I think a big part of it is? It's something that differentiates the Marine Corps from other things. It's the discipline.

Stan Sorensen ([00:42:32](#)):

Yeah.

Kenny Knight: Guest ([00:42:34](#)):

Yeah, it's a disciplined environment. But yeah, it's a disciplined environment. There's a workout. There's an expectation. There's the cleaning up of your stuff and being responsible for you and this and that. There's a discipline, and man, when you've got that... But that's how it was with my wife and myself,

that's how we ran our home too. You know what I mean? There's a discipline, and I mean, it was smooth. It always just worked. But I think it's because of discipline.

Stan Sorensen ([00:43:17](#)):

Yeah. Yeah. Yeah. I appreciate that. Yeah, I can appreciate that. But that's something that is at times missing.

Kenny Knight: Guest ([00:43:27](#)):

Oh, yeah. I think it's missing a lot.

Stan Sorensen ([00:43:28](#)):

As we've talked about a little bit.

Kenny Knight: Guest ([00:43:29](#)):

Yeah. Gosh. Yeah.

Stan Sorensen ([00:43:34](#)):

My boys are both out of college and they're both fairly too very disciplined, depending on the day of the week.

Kenny Knight: Guest ([00:43:43](#)):

Yeah. Yeah.

Stan Sorensen ([00:43:44](#)):

But they have friends that aren't.

Kenny Knight: Guest ([00:43:45](#)):

Right. Yeah.

Stan Sorensen ([00:43:47](#)):

I've seen what that's like, and yeah, it's just.

Kenny Knight: Guest ([00:43:50](#)):

It's chaos.

Stan Sorensen ([00:43:50](#)):

Yeah, that's exactly it.

Kenny Knight: Guest ([00:43:51](#)):

It's chaos. When there's not that discipline, really, the child or the person in that environment, they don't feel security, and that's why I know a lot of times parents want to be friends to their kids and this and that. We're talking about something that ain't even to do with the gym, but-

Stan Sorensen ([00:44:12](#)):

That's okay. That's all right.

Kenny Knight: Guest ([00:44:14](#)):

I think if there's no discipline in the home, kids don't feel the security in that home and then it's chaos. You know what I mean? I know a lot of these parents want to be friends to their kids and this and that, and then the kid is 18 and you let them loose on the world and then I got to deal with this individual, and the world ain't always nice to you.

Stan Sorensen ([00:44:46](#)):

No.

Kenny Knight: Guest ([00:44:46](#)):

The world ain't always nice to you. Now, I used to let my kids know that. I let my kids know that. I'm like, "Hey, you know what? You might get this at home and the discipline at home and this and that, but be glad you're getting it from me because I love you. I'm not going to hurt you. You go out there and you do some of this stupid stuff with people that don't love you, they might shoot you. They might beat you. They might do whatever to you. You know what I mean?"

Stan Sorensen ([00:45:12](#)):

No predictability out there. Yeah.

Kenny Knight: Guest ([00:45:14](#)):

No. So you're going to get the training and whatever in the house with people that love you. That way you can go out there and be a compliment to society or whatever, and whatever to society instead of a menace. You know what I mean?

Stan Sorensen ([00:45:30](#)):

Yep. I know. Yep. Yeah. As I talk to other business owners, I talk to just people that hire people, that lack of discipline which then translates to a lack of accountability, I mean, you see it, it makes it hard to manage.

Kenny Knight: Guest ([00:45:53](#)):

Yeah. Yeah.

Stan Sorensen ([00:45:53](#)):

Right? You know, you're an employer, right? Actually, I imagine that someone that does not have a degree of discipline and is willing to take a degree of accountability probably knows in about the first 10 seconds that they're in your door if they want to come to work for you, work with you, that they're not a good fit.

Kenny Knight: Guest ([00:46:16](#)):

Exactly. Yeah. Yeah.

Stan Sorensen ([00:46:18](#)):

Yeah.

Kenny Knight: Guest ([00:46:19](#)):

Yeah. I can really say when you don't have that discipline, you probably don't even have a business. You probably don't even have a business.

Stan Sorensen ([00:46:25](#)):

I think that's true.

Kenny Knight: Guest ([00:46:26](#)):

You may have started one, but, yeah.

Stan Sorensen ([00:46:29](#)):

Yeah, it's not going to last.

Kenny Knight: Guest ([00:46:32](#)):

Yeah. Yeah. When I started Rage and when I actually out of my house and got into a building, 2007, started Rage, there was some boot camps that started, there were some CrossFit gyms that started, and this and that. I think there was 11 other places that started at the same time I started. They're all gone now. There are still a couple CrossFit gyms around my area and they're ran by good people. I know the gym owners and stuff, good people.

Stan Sorensen ([00:47:04](#)):

Sure. Yeah.

Kenny Knight: Guest ([00:47:08](#)):

They do well. There's other places around me, but some of the ones, these particular ones that started up the same time I started up with, they're gone now.

Stan Sorensen ([00:47:18](#)):

Yeah.

Kenny Knight: Guest ([00:47:19](#)):

They're gone.

Stan Sorensen ([00:47:19](#)):

Yeah.

Kenny Knight: Guest ([00:47:21](#)):

But that's a big part of it. Discipline, of course, a part of discipline is doing things that you don't want to do but you do them anyway because you know they have to be done or they need to be done. You know what I mean? That's discipline. Getting up at three 30 in the morning, you know what I mean? Staying to the gym till nine o'clock at night and starting all over again. Working out when you don't want to work

out and this and that. Not making excuses for why you can't, why you shouldn't, and that stuff. That's all part of discipline, you know?

Stan Sorensen ([00:47:54](#)):

Yeah. Yeah. It's easy to lose that at times. What advice would you give to somebody who wants to, either they have fallen off, it could be injury, it could be illness, could be just whatever, we don't know, but they've fallen off? That's kind of one scenario, the other is somebody who wants to begin to become more disciplined, who didn't have that level of commitment at some point in their life and now they come to you, a 20-year-old, they come to you and they're like, "I want to start doing this."

Kenny Knight: Guest ([00:48:29](#)):

Right. One of the big things is make a decision. Make a decision. Once you decide that that's what you're going to do, then do it. That's such a, I ain't going to say a loaded question, that's just such a hard one to answer. You know what I mean? Because one of my principles is take action. You know what I mean? That's one of the most important ones because nothing happens without action. You've got to take action. But you got to make that decision to do it and didn't just do it.

([00:49:07](#)):

One of the biggest things though that I always tell people to do is write it down. Write these things down. What you want to accomplish. What you want to do. Places you want to go. Dreams you have. Write them down. You know what I mean? Because then subconsciously, subconsciously, they're there and you go back and look at that list, you'll see that you've either accomplished those things or you're on your way to accomplishing them.

([00:49:34](#)):

But the big thing is just to make a decision and then just do it and then don't let nothing get in your way. You know what I mean? Don't listen to the naysayers. I would do it, work in silent. Don't tell anybody about it. Don't tell anybody because you tell people and people don't see your dream. They don't see your dream because it wasn't given to them. You know what I mean? They don't understand. It wasn't given to them. They have their own dreams and their own goals, and those were given to them, but yours is given to you.

([00:50:06](#)):

Don't tell anybody because people might say, "You can't do that," because that's what people do. That's what people do. Those are your naysayers. "You can't do that." As soon as someone tells you that, sometimes that's all you need, one person to tell you you can't do it, and you can't do it.

Stan Sorensen ([00:50:23](#)):

And you might believe it.

Kenny Knight: Guest ([00:50:23](#)):

You know what I mean? Yes. Yes. Like I always say, whether you think you can or you think you can't, you're right. Sometimes I'll decide to do something and I'll just work in silence. Don't say anything, and then when it happens, surprise.

Stan Sorensen ([00:50:38](#)):

Yeah. Yeah.

Kenny Knight: Guest ([00:50:38](#)):

You know?

Stan Sorensen ([00:50:38](#)):

I like that.

Kenny Knight: Guest ([00:50:42](#)):

Yeah. Because sometimes I just don't want to hear your feedback, I don't want to hear what you got to say or whatever, because I don't want you to tell me that I can't do it.

Stan Sorensen ([00:50:50](#)):

Right.

Kenny Knight: Guest ([00:50:50](#)):

You know what I mean?

Stan Sorensen ([00:50:51](#)):

Right.

Kenny Knight: Guest ([00:50:51](#)):

So, yeah, that's a hard one though.

Stan Sorensen ([00:50:54](#)):

Yeah. Yeah. You read some stuff, or I've read some stuff I should say, that also talks about a little bit is better than nothing. How would you react to that?

Kenny Knight: Guest ([00:51:06](#)):

I definitely agree. At least do something. I mean, it's almost like people... I get people that come to the gym every day and they do a little something and then they'll talk. I mean, they might be there for a hour, an hour and a half. Sometimes they'll work out for a little bit and then they'll conversate the rest of the way. Or they'll conversate a little bit and work out the rest of the way. I don't know. But you never know what's going on with someone, where their mental state is, where their emotional state is, and sometimes all day, that's what they need. Sometimes that's just what they need.

([00:51:41](#)):

So I'd rather have them come to the gym because that showing up is half the battle. So I'd rather have them come to the gym, be around positive people, be around this environment where people are working hard and working on themselves. You've got all these quotes up on the wall, you've got people saying positive things and this and that, and I'd rather have them do that than lay at home in bed. You know what I mean?

([00:52:11](#)):

In fact, I have someone that I'm training right now and she's been hit and miss, and that's one of the things I told her, "Hey, you know what?" She's told me she's been depressed and this and that. I'm like, "You know what? Just get up and come to the gym. Just be there. You know what I mean? I don't care if

you come and sit beside me and we just chat the whole time, just come and be around some positivity. You know what I mean?"

[\(00:52:35\)](#):

So that's when I say, yeah, a little bit is better than nothing. You know what I mean? Just be in the environment sometimes and it'll change your whole mindset and motivate you and push you to push harder next time.

[\(00:52:50\)](#):

Now, don't make it a habit, of course. You know what I mean? In fact, I just read this book not too long ago. Well, I listened to this book. I listen to books when I work out. But it was called Atomic Habits.

Stan Sorensen [\(00:53:00\)](#):

Oh, yeah, I read it.

Kenny Knight: Guest [\(00:53:00\)](#):

Great book. Great book. But yeah, so you don't want to make that kind of stuff a habit, but yeah, I mean, just doing a little bit, but sometimes that little bit is what can get you going again. You know what I mean?

Stan Sorensen [\(00:53:17\)](#):

Right.

Kenny Knight: Guest [\(00:53:17\)](#):

So yeah, I will agree with that saying. You know what I mean? In some things.

Stan Sorensen [\(00:53:25\)](#):

Yeah, yeah. Yeah, I get it.

Kenny Knight: Guest [\(00:53:26\)](#):

Yeah.

Stan Sorensen [\(00:53:30\)](#):

I get it.

[\(00:53:30\)](#):

So what advice would you give, just general life advice, would you give to somebody? Or let me ask that question a little bit differently. What advice have you given in the past that you look back on and you go, "That was was smart. Good for me. That was smart advice that I just gave?"

Kenny Knight: Guest [\(00:53:49\)](#):

I give people advice all the time. My advice, of course, isn't for everyone, but like I said, one of the things that I really say is write it down. You know what I mean?

Stan Sorensen [\(00:53:59\)](#):

Yeah. Yep.

Kenny Knight: Guest ([00:54:00](#)):

Whatever it is you want, whatever, write it down.

([00:54:02](#)):

Another thing, stop trying to make people happy, because it's not going to happen. You know what I mean? You might make a few people happy, but then just making them happy, are you true to yourself? See, people like genuine people. You know what I mean? That's the beauty of my gym, I'm genuine with everybody. But I mean, people in there are genuine. But I'm not there to make you happy, I'm there to help you get results. If I did something to make this person happy, it might piss the next person off.

Stan Sorensen ([00:54:42](#)):

Sure.

Kenny Knight: Guest ([00:54:42](#)):

You know what I mean? So don't even try and make anybody happy. Just be genuine, be true to you, and have good morals and everything else, so when you go home, you can sleep at night knowing that you did the right thing or whatever. That's all that matters. Don't worry about what people have to say about you, what people have to think about, because people are always going to have something to say about you and people are always going to have something to think about you. So don't worry about it. You can't do nothing anyway, right?

([00:55:12](#)):

There's another thing I always say, there's three kinds of people in this world, people that watch things happen, people that talk about things happening, and people that make things happen. Make things happen. Make things happen. If you don't like something the way it is, change your attitude about it.

([00:55:28](#)):

Everything that I talk to people about, really, I put everything on them. You know what I mean? I put everything on them. Yeah, it just works.

Stan Sorensen ([00:55:40](#)):

Yeah. Yeah. It's great.

Kenny Knight: Guest ([00:55:43](#)):

It just works.

Stan Sorensen ([00:55:43](#)):

Yeah.

Kenny Knight: Guest ([00:55:44](#)):

Yeah, there's so much more, but I guess it depends on the context on which I'm talking to the individual. One of the big things about doing what I do in the gym is, and I'm not a professional at it, but there's a lot of therapy that goes on in the gym.

Stan Sorensen ([00:56:06](#)):

I can only imagine. Yeah.

Kenny Knight: Guest ([00:56:07](#)):

There's a lot of therapy that goes on in there. It is pretty fun though, but there's great people.

Stan Sorensen ([00:56:14](#)):

Any other parting thoughts?

Kenny Knight: Guest ([00:56:15](#)):

Keep challenging yourself. Keep challenging yourself. If it don't challenge you, it won't change you. So keep challenging yourself.

([00:56:25](#)):

Don't be afraid of challenges. So many people are afraid to fail, but if you look at the steps of success, failure is in there quite often. If you don't fail, you can't succeed. You know what I mean? You have to fail, that's part of it. That's part of learning, that's part of growing, and if you are afraid to fail, you're not going to exceed, because you're not even going to take the chance. You know what I mean?

([00:56:57](#)):

But so many people are afraid of change, they're afraid of failure, they're afraid of success, and they're afraid of the thought of it. But I think it was, who was it, Steve Harvey? Somebody said the cemetery is the wealthiest place in the world. Les Brown. I think it's Les Brown who said that, the cemetery is the wealthiest place in the world because there's been so many people that have died with their dreams, with their goals, with their thoughts and ideas, and so on so forth, that were afraid to put them out there because of fear of failure or fear of success. So they took them with them. They took it with them. If they had utilized that, we could have benefited from that. We could have benefited.

([00:57:51](#)):

I think they said most people, I think it was like 20% of people, are doing in life their gift, are doing their gift or surviving on their gift or running with their gift, and 80% of people are working for survival. If that was reversed, can you imagine the kind of world that we'd live in?

Stan Sorensen ([00:58:19](#)):

I can, yeah.

Kenny Knight: Guest ([00:58:20](#)):

People would be a lot happier. There'd be a lot less over-the-counter medications. There'd be a lot less, what's the word? Depression.

Stan Sorensen ([00:58:28](#)):

Yeah. Yeah.

Kenny Knight: Guest ([00:58:28](#)):

There'd be a lot less probably disciplinary action needed because people would be happy because they'd be doing what they love. Man, we'd have a whole different world.

Stan Sorensen ([00:58:39](#)):

That would be nice.

Kenny Knight: Guest ([00:58:39](#)):

Yeah.

Stan Sorensen ([00:58:41](#)):

That would be nice.

Kenny Knight: Guest ([00:58:41](#)):

I was taught it as a taught a kid, find something you'd love to do, learn how to make money at it, and you'd never work a day in your life. I get up at 3:30 in the morning, I go home at nine-something at night, I eat, I get a couple hours of sleep, and then I'm right back at it, but I don't feel like... Look what I'm doing! I'm here talking to you today.

Stan Sorensen ([00:59:00](#)):

Yeah. Yeah.

Kenny Knight: Guest ([00:59:00](#)):

This is work. This is my work.

Stan Sorensen ([00:59:02](#)):

Yeah. Yeah.

Kenny Knight: Guest ([00:59:04](#)):

I work, but I don't work. You know what I mean?

Stan Sorensen ([00:59:07](#)):

Yeah, I get it. I get it. Yeah.

Kenny Knight: Guest ([00:59:09](#)):

Even when I'm training people, we're talking, we're chatting, we're laughing, and this and that. Like I said, we have great people at the gym. We were talking about this yesterday. I know you asked me for a parting thought and now I'm just running off at the freaking mouth.

Stan Sorensen ([00:59:23](#)):

No, no, no, no. We're good.

Kenny Knight: Guest ([00:59:24](#)):

I'm sorry.

Stan Sorensen ([00:59:24](#)):

Nope, we're good.

Kenny Knight: Guest ([00:59:25](#)):

But we were talking about this yesterday. Some lady, we were talking, lady at the gym, and we were talking about some people are like, "Kenny, how do you do it? How do you get up at 3:30 every morning and only sleep for four hours and this and that and everything else?" I'm like, "Look what I do." You know?

Stan Sorensen ([00:59:43](#)):

Yeah.

Kenny Knight: Guest ([00:59:43](#)):

I mean, it's easy. It's easy. I know that I'm going to get up, first of all, I'm excited because I'm one of those people I have to challenge myself. I'm one of those people I put something out on social media and then I look at it and be like, oh crap, now I got to figure out how to do it because I put it out there. Now I've got to figure this thing out. So I love that. I challenge myself.

([01:00:04](#)):

So I'm excited about that, and then I'm excited because of the people. There's a few people at the gym that, man, they make me laugh so hard every day, whether they're talking crap about me or somebody else and this and that. But it's all in fun. All day long, man, I just got these great people to talk to.

([01:00:27](#)):

Then I get calls from people like you, Stan, or texts from people like you to come up and do this and do that, or speak at schools. I'm like, "Oh, heck yeah," you know?

Stan Sorensen ([01:00:36](#)):

Yeah. Yeah.

Kenny Knight: Guest ([01:00:37](#)):

That's exciting to me. You know what I mean? That's exciting. I could stay up 24 hours doing stuff like this, doing that kind of stuff.

Stan Sorensen ([01:00:45](#)):

Yeah. Yeah.

Kenny Knight: Guest ([01:00:46](#)):

Yeah. I guess, like I said, my parting words would be continue challenging yourself. Challenge yourself. Challenge yourself. Don't be afraid to fail. Get comfortable with being uncomfortable. Get out of your comfort zone. Ain't nothing good in there and nothing good going to come to you in your comfort zone. Get out of there. Do something different.

Stan Sorensen ([01:01:04](#)):

Yeah. I love it.

Kenny Knight: Guest ([01:01:06](#)):

Go out there and look for the fails.

Stan Sorensen ([01:01:10](#)):

Yeah. I love it. Where do we find you online?

Kenny Knight: Guest ([01:01:13](#)):

Like I said, you could hear some of my talks and stuff like that or clips on my talk on YouTube, on Kenny Knight, Knights Armor. Or on TikTok, same thing. Knights Armor and Kenny Knight. My gym stuff is on Rage Fitness. Yeah. There's a Rage Fitness Facebook. There's a Rage Fitness YouTube Channel. Rage Fitness TikTok thing. They want to learn about my supplements, we've got a Salute Supplement on TikTok. We've got Salute Supplement website. My website for the gym is ragegyms.com.

([01:01:54](#)):

So I'm all over social media here and there. I've got young people showing me how to do that kind of stuff, like I said.

Stan Sorensen ([01:02:02](#)):

Yeah, because some of us have more trouble with that than we should.

Kenny Knight: Guest ([01:02:06](#)):

Yeah. I'm challenged.

Stan Sorensen ([01:02:07](#)):

Yep. You and me, both my friend.

Kenny Knight: Guest ([01:02:07](#)):

I'm challenged.

Stan Sorensen ([01:02:08](#)):

You and me both.

Kenny Knight: Guest ([01:02:08](#)):

But yeah, it is out there though. Kenny Knight. Most of my stuff is on YouTube though.

Stan Sorensen ([01:02:18](#)):

Cool. All right. Yeah. Yeah, so if you're interested, you want to learn more, go to YouTube and look for Kenny's content out there.

([01:02:26](#)):

Kenny, thanks a lot for spending time with us today. I really appreciate it. I had a great time.

Kenny Knight: Guest ([01:02:30](#)):

Oh good.

Stan Sorensen ([01:02:31](#)):

Yeah. I had a great time.

Kenny Knight: Guest ([01:02:32](#)):

Thank you. I appreciate you. I appreciate you inviting me and I had a good time. It was fun.

Stan Sorensen ([01:02:36](#)):

Good. I'm glad.

Kenny Knight: Guest ([01:02:36](#)):

It was fun.

Stan Sorensen ([01:02:36](#)):

I'm glad to hear it. Great.

([01:02:37](#)):

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