

[Transcript] My First Million / #147 - How Sam Hacked Amazon's Book Rankings, A \$600m Exit, And Crypto with Brother Aaron

All right.

Quick break to tell you about another podcast that we're interested in right now, HubSpot just launched a Shark Tank rewatch podcast called Another Bite.

Every week, the hosts relive the latest and greatest pitches from Shark Tank, from Squatty Potty to the Mench on a Bench to Ring Doorbell, and they break down why these pitches were winners or losers, and each company's go-to-market strategy, branding, pricing, valuation, everything.

Basically all the things you want to know about how to survive the tank and scale your company on your own.

If you want to give it a listen, you can find Another Bite on whatever podcast app you listen to, like Apple or Spotify or whatever you're using right now.

All right.

Back to the show.

On this episode of My First Million, me and Sam, we talked about the idea of romance and romantic fiction books.

I feel like we talk about that a lot, but we did it again because Wattpad sold for \$600 million.

So we got into Wattpad, the idea of romantic fiction and how you would build a business around that and an experiment that Sam ran in that space and how he made a best-selling book in the romantic fiction category on Amazon Kindle.

We talked about an idea around the COVID smell test, and at the end, the last 15 minutes, we invited Brother Aaron back on to talk about his latest from the rabbit hole, and so that's at the very end, last 15 minutes.

All right.

Enjoy this episode.

So today's episode, I thought we could dedicate because it's the inauguration day.

I just wanted to talk all about politics for the next two hours.

Are you okay with that?

Yeah.

People love that.

So I'd read a couple articles.

I know what I'm talking about.

I figure today, strictly politics.

If you read a couple articles, then I mean, we have an expert, so we're good then.

Well, I read the headlines of a bunch, so I read the comments and read it.

I think I know what I'm doing.

So if it's okay with a break, if it's okay with you, we're going to dedicate the entire episode to politics, particularly our opinion and why that should be the rule of the land.

I tweeted out a thing, just a bunch of memes, basically celebrating Trump's last day in office with a bunch of funny Trump moments of the last four years, and I got three DMs just now saying, bro, I didn't follow you for politics, or like, hey, you said you tweeted about business.

This is not business.

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I was like...

Well, but it's also funny.

Yeah.

I was like, this is a joke.

This is not politics.

Yeah.

We'll see if they like that response.

We actually get a lot of compliments that we stay away from politics.

I wouldn't say I'm not a political person.

I wouldn't say I'm not not.

I don't know.

I'm pretty, well, mildly interested.

I think you are too, but we don't talk about it here because it's not really important.

And if we do do it, I think it's from a relatively objective standpoint.

I don't know if I agree with any of that.

I personally don't think I try not to spend any energy on it in my own personal life.

Therefore, I'm pretty badly uneducated on it.

Therefore, whenever I speak on it, I'm kind of speaking out of turn, but I think most opinions are quite uninformed also.

So I would say I'm right in there with everybody else of mostly uninformed bias.

I want to bring one thing up last episode that I didn't make it.

It was you and Suley.

You guys, I heard, talked a lot about religion, right?

We had a segment on creating a new religion.

You just admittedly are a political guy, and I don't give a shit if you listeners think this is fake or real.

It's interesting to me.

And it's interesting to you.

I'm about to sound like an idiot.

I'm like, you know what, Bitcoin is?

Are you familiar with QAnon?

Yeah.

I don't spend a lot of time figuring out what the QAnon conspiracies are of the moment, but I'm aware of it, yeah.

But do you know the origin?

No.

Tell me about it.

So this is just someone who has listened to a 60-minute podcast, and I don't care if it's real or fake, whatever you believe, whatever.

But basically, it started, I think, in 4chan.

This right when Trump got elected, this guy, just an anonymous guy, no one knows who this person is, he says that he has the highest level of clearance at the White House called Q.

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I guess it's Q clearance, so they call him Q. And he starts writing these vague messages on 4chan, and he sends updates every couple of weeks, a couple of months, about what's going to happen.

They're relatively vague, and they're kind of like puzzles, and the people believe it. So a lot of the people who stormed the Capitol, I believe they were Q.