

## [Transcript] My First Million / #173 - How Beachbody Makes Money, 75 Hard Explained, & Brainstorming "HackerNews for X"

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.

In this class, there was one guy who was always talking.

He would raise his hand.

First thing for every single question, he had a big opinion on all these topics.

I'm like, dude, how does this guy know about all this stuff?

And he was just super into the internet.

And at the time, my head labeled this guy as a loser.

I was like, wow, this guy's like this over eager student who's like kind of a know-it-all and like kind of sucking up to the teacher and like, why is he so into this?

Wow.

What a loser.

He spends his nights researching the pros and cons of net neutrality.

Okay.

Now, fast forward.

Now, that's me.

I'm that loser.

I was just late to the game.

And that guy, Dan, ended up joining Coinbase as one of the early employees.

I feel like I can rule the world.

I know I could be what I want to put my all in it like no days off on the road.

Let's travel never looking back.

Bray, what is your rating of today's episode?

I'd go A minus.

We rambled a lot, but I kind of like that that we go into different topics everywhere.

Podgrill, hacker news stuff, crypto for hacker news, the origin stories of product hunt, 75 hard, Tony Horton, Sean pouring his heart out at the end.

We got everything in there.

What was your top two favorite things?

I like talking about like the origin story.

So product hunt, how Ryan kind of hacked his way to growing that that was kind of cool.

The P90X origin story as well.

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That was kind of cool.

I have to look up that YouTube video that Sean mentioned because that was definitely interesting.

Listeners, let us know if you like having this up front.

Let's get to the today's podcast.

All right.

What's up?

What's up?

Sorry.

I was late.

I was sitting here working.

It's a podcast, bro.

Nobody knows you were late.

I'm never the late one.

I take pride in that and I was just literally sitting here working and I had no idea.

I didn't even look at the funny thing is I was also two minutes late, but when I saw your message that was like, Hey, sorry, I'm running out of be there in a minute.

I was like, boom.

Hop it.

I need to hop in there now.

So I'm there first.

I'm not typically the late one, but I was, but I will tell you a few things that I was working on.

So just a quick recap.

I'm working on some growth stuff.

So I want to run out just a few quick ideas by you.

We'll take a second, but first.

So in the last, whatever we launched, however long that's been, not including month one to month two, cause it was like a 500 percentage growth rate.

So I'm not including that.

We have grown on average 10% a month.

Okay.

Okay.

This month, April's not over, but if, if you take the average of the trailing three weeks and give it a fourth week, it's going to be about 400, a little bit over 400,000 downloads.

Which, um, if you, so if you take that multiplied by the, uh, to January.

So we're going to hit a million downloads a month by around January at 10% growth rate.

If we keep going at this rate, yeah.

Um, so right now we're on pace for about 5 million downloads a year.

And then what you're saying is it's more 100,000 downloads a month.

That's 5 million a year.

That's a, that's assuming zero growth.

Right.

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Right.

So like 6 million or something like that, seven, eight, eight, okay.

Because the last, the end of the year is going to be start starting to get 800, 900, a million downloads a month.

And dude, if people start commuting, they need a little, they need a little good, good, good in their ears while they're commuting.

That's what we needed.

We took a 20% cut.

I think when COVID happened, I saw the numbers dip and then we rebuilt from there.

So the, the current growth rate is actually quite good.

It's just like, it's, this is the, this is the same thing of like, if you just focus and just do the same old, same old over and over and over again, it's going to work.

But of course we want to expedite that.

And so the things that we're working on is we, we've already talked about what we worked on, but let me bring up a few things.

First, I actually think that we need to be a little bit tighter with our content, meaning what are the like, I don't watch sports, but I know you do.

What are like the sports shows where they like go through topic to topic and they like have like a time limit.

Yeah.

Like pardon the interruption.

They do that where it's like five minutes.

Like all right, we're talking about, and they always have like, you know, the shit people care about or, you know, they have these, these little like names on the side and it's like, you kind of want to tune in to hear what they're going to say about X and what are they going to say about Y.

So I think we should start doing that.

And I'm trying to figure out how to do it, but I would like us to, we're going to start, I'm going to try it for an episode and I'll coordinate it next.

Everything that is on Instagram and on YouTube, we have to drive all traffic to iTunes, not to Spotify.

Even though a lot of people say they listen to Spotify, the numbers are more people just barely they'll listen to iTunes, but if you click subscribe on iTunes, it automatically downloads and we get credit for that.

Whereas Spotify, it doesn't do that.

So gaming, the system and playing within the rules, that's the way to go.

And we currently are not linking to any of our iTunes stuff.

Finally, um, I don't know, the second to last thing is recapping old stuff.

So we have 170 episodes.

Did you know that?

I didn't know that.

Yeah.

Um, and so what I'm going to do is go through all the old ones and bucket them into categories

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and we can re-release them just with the new intro because, right, um, I think, uh, they'll be great.

That's, that's really smart.

If we basically take our best episodes from earlier, when we had half the size of the audience, and maybe we cut off some bullshit.

If it was like, there was something done, but we just take the, you know, in the month of like last year, this month, if we had three good episodes and we just say, boom, we're bringing back those business ideas and re-packaging them in a way that's better.

Uh, and we sort of re-release our greatest hits.

Um, I think that's a good idea.

That's not what I was thinking.

Trim's the fact.

I think that will work, but what I was thinking of is grouping it.

So, uh, let's say that in episode five and then 34 and then in eight, there was a religion based thing.

Like a shirt.

Right.

Make a religion.

Composite episode.

Yeah.

Yeah.

And that's how to title, because what I've looked at all the data, anything that's how to related gets more than pass, uh, more than other stuff.

Speaking of which, and this is the, one of the last things we can retitle old ones to be more click, I'll fucking say it, click bait headlines.

Um, and then last but not least, um, and then last, but not least, um, and then, um, and