

[Transcript] My First Million / #182 - How an Astrology App Makes \$10m+, Why a Boxing Announcer is Worth \$400m & Creating a Personal Monopoly

I think you could build a easily 100,000 plus person list doing this product.
And then there is a clear like premium offering on the back end.
But the core of it is quiz funnel up top daily newsletter and get there and get to 100,000.
I'm going to throw down the gauntlet for somebody who's bored and looking for a project that will actually stick, they'll actually get have some legs because I know this will have legs.
All right, everyone, we're going to talk about some good stuff in this episode.
But before you get to it, can you do me a favor?
Go to Spotify and click the follow button.
The reason why is lately we've been getting way more listeners on Spotify.
And I think it's because we're going up the charts, but I want to be sure of that.
And in order to go up the charts, I need you to click follow.
So it's going to be like a big experiment.
I'm going to reveal the results next time, but go to Spotify, go to my first million and click that blue button that says follow.
Click it for me.
Please.
I'll reveal the results soon.
I think that's means we're going to go up in the chart.
All right, first segment, we're going to talk about horoscope specifically.
There's a couple of companies that we talk about horoscopes.com, astrology.com, sanctuaryworld.co that make literally tens of millions of dollars a year talking about the horoscope business.
Pretty wild because something like 50% of women in America are interested in that topic, which I had no idea.
We also talk about Judge Judy and Michael Buffer.
I know that sounds weird.
You may not even know that name, Michael Buffer.
He's a guy who says, let's get ready to rumble.
We talk about those two folks and how they make something like \$400 million.
I mean, actually break down why they make that money and how you can replicate that.
And then finally, we talk about two little side stories about side products that Sean and I have.
We actually launched like dozens of products that we've known.
These are our embarrassing side projects that we haven't talked about before that we reveal while we're talking about the horoscope thing.
They range from starting a crystal business, which is just weird even saying that and also to a fan page that I made for Pitbulls.
It's kind of odd.
And then finally, I talk about a story about meeting Tim Ferriss and actually happened when I was kind of high on drugs one time.
You'll hear about it.
Get to it.
It's in the episode.

[Transcript] My First Million / #182 - How an Astrology App Makes \$10m+, Why a Boxing Announcer is Worth \$400m & Creating a Personal Monopoly

Like us on Spotify.

See you at the end of the episode.

All right.

What's going on?

We're just talking about losing weight.

Yeah.

You look good.

How long have you been doing meat only?

Meat only is only four days in, but I had heard about this Joe Rogan talked about the carnivore diet and then it sounded fucking ridiculous at the time.

Then you started sending me nude selfies and you were like, I was like, damn, Sam's pretty stacked.

Yeah, dude.

I'm just only eating meat.

I'm like, what?

Yeah.

I'm only eating meat.

I was like, oh, the second person has mentioned it.

And then my trainer was like, he's like getting shredded for kind of his season or whatever.

And he's like, I was like, so what adjustments do you make?

He goes, I just go to kind of a pretty much a meat only diet, protein only grass fed ground beef, grass fed, grass fed beef, some fish.

That's pretty much it.

A little bit of turkey.

And so I was like, well, I don't know if this is going to kill me later, but I'll do it for two months.

And let's see if there's any noticeable change.

So we'll see.

And yeah, I was just saying, you look great.

You look, you lost how many, I mean, I don't know, like pounds isn't the best weight to measure it, but you probably have lost the equivalent of like 30 pounds of fat, maybe 20 pounds of fat.

I don't know.

I guess that'd be a lot.