

[Transcript] My First Million / #194 with Justin Mares - The 4 Types of Side Hustles and how to launch a \$100M DTC brand

I feel like there's a world where this like let's be conservative. I feel like there's a like this is very clearly a \$10 million a year thing that makes two million in profit

Dude, there's like a picture in the background that is just getting my attention so much that crooked

There's like a crooked picture you see it

Yeah, yeah

There's a whole subreddit called like I forget what it's exactly called

But it's about like minor things that are just slightly off like what were they thinking?

It's like mildly like there's mildly interesting

Irritating or something like that. No, it's called mildly infuriated

Did you did you just guess that well? I know about mildly interesting. So yeah

Anyway, what's going on Justin?

Do you know you know what you're getting into like do you know what we're what we do?

Yeah, no, I know a good bit

So you we'll just do like a really quick intro, but you you've done a bunch of stuff

I've known you since 2013. I think right. Yeah, I think actually a little earlier when you were doing the

We both had roommate businesses and

He we just became friends. He moved to San you you moved to San Francisco. I ended up introducing him

Yeah, or no, he met one of the girl a girly dated for a long time in the elevator on his way up to our meeting

Who was my co-worker and so we just ran in like the circle of friends for years

That's pretty good. So you get the number into elevator or what was the elevators not it's only a two-floor. You're on the second floor, right?

It's not too long

Yeah

Yeah

Do you want me to share this? Yeah

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 host relived 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 companies 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 that be listened to like Apple or Spotify

Or whatever you're using right now. All right back to the show

This sweet. Yeah, I mean we met and this girl walked into an elevator and I was like just making a joke

She was I think like maybe a tiny bit drunk and tried to hit a button

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But there are no buttons in the elevator is one of those fancy ones that like you walk into in the attendant

Sends you somewhere and so I just started sort of making fun of her for that and in the several story ride with like two other stops

I was like, hey, we should hang out and then we hang out at

Sam's apartmentless party and Shane numbers and a bed friend sense amazing

Okay, and Sam did you did you know that Justin was gonna go on to do great things at the time?

Did you spot that earlier now? Was he just another dude? Yeah, well, we were both scheming at we were only 22

I think when we met that was a while ago and

He he had this roommate thing and I had a roommate thing and I think anyone who ever started

That's like there's like three things that you start right when you graduate college

Like like that's like one of them and so they never work out. Well, like they're never that good so anyway, wait