

[Transcript] My First Million / #50 - Digital Tithing, Influencer Based Cloud Kitchens & Uber Driver Revenue Streams with Stu Iverson

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.

All right.

We're here.

Sam.

Nope.

That's not Sam.

That's Stu.

Wow.

Tell the people who is Stu.

Stu is a friend of the hustle.

I actually met Sam through a mutual mentor, Chris Redlett.

Shout out Chris Redlett's Last Mile and Transmedia Capital.

And you work out of here?

I do work out of here.

It's incredible, man.

I was working out of home, and so was my partner.

And for the people that know me, I'm on the phone about 12 hours a day.

Most of my things are just brokering deals, and she kicked me out.

Right.

So here I am.

Sam took in one of the refugees, like you guys talked about last time.

That's me.

Yeah.

And after the last episode, you were listening in, and normally after every episode, we're like, yo, how was it to the people that were kind of in the room?

And it's usually like, good.

Yeah, I liked it.

And you were like, it was good, but here's three things I think you guys could do better.

And I was like, nice.

Who is this guy?

No one likes a yes, man.

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Yeah, no one likes a yes, man, especially if you're trying to make something great.
You always want to.
Nobody also likes a hater.
So you need an honest person, you know?
100%.
And so you were honest.
I like that.
And then we started talking about, I don't know how, we started talking about ideas.
We just bumped into each other, started immediately jamming on some ideas.
And I was like, hold on, this should have been recorded.
Come by next week.
Let's do this.
And also here I am with Sam gone.
And we got to say, he's with the Gary Vee podcast and you're stuck with me.
So I don't know who's winning on that one.
I'm winning, dude.
I'm not trying to be on one of those Instagram posts where it starts out with his signature on the screen, his autograph to start.
I will say this office now compared to last week, we got to say Henry put in a ton of work.
This office looks a thousand times better than Gary Vee's podcast.
Shout out to Henry.
Do you have a Twitter handle?
Henry Billings Five.
Henry Billings Five.
Henry Shot Five.
For turning the studio.
This is incredible.
For everyone that's just listening at home, what the studio used to look like is if-
Close your eyes and imagine it.
Yeah.
Two wealthy guys went on Amazon and they searched by highest price for comfortable chair and they bought it.
Bright red chair.
And they found a broom closet and put it in there with some of their books.
And now it looks like a legitimate-
Studio now.
Studio.
Yeah.
There's like the soundproofing shit on the walls.
There's posters behind us.
We have-
There's like a prestigious looking book that just says Sam behind us.

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And his glasses.

It's like he died.

It's a memorial.

And we have a tribute here.

Shout out to Sam.

Come back safe.

So Sam did the Gary Vee podcast and he did Pomp's podcast.

If you don't know Pomp here, you're not in the crypto world.

This guy who's always talking about Bitcoin.

So Sam's on tour right now doing a couple other things.

They did a meetup of listeners and trend subscribers in New York.

I saw it.

It was awesome.

They're popping off.

Did you see the feedback from that?

I saw the feedback.

Yeah.

It's Airbnb.

You guys went all out for this.

Yeah.

How big is the business around here?

Yeah.

Exactly.

We're spending now.

We're spending.

That was cool.

It was really incredible.

I think what I love about the hustle and what you guys are building here is the engaged passionate community.

Yes.

It's the only way to build something successful is to be surrounded by people like yourselves.

And everyone that was there was saying, hey, it's not like you just go somewhere shake hands, share a business card.

It's like businesses are coming off the back end of that.

Right.

People are actually starting shit.

I would say I'll give you two principles that these stories tell me about.

Number one, the most important startup commandment is you'd rather have a thousand people who love you than a million people who just kind of like you, who could forget about you if two weeks went by.

And what I love about this podcast, even though we have these really aggressive growth goals, I know we already did the hard part that we have thousands of people who just love this podcast.

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This is my favorite podcast.

Give me more.

And that's pretty good.

But take that to your own business.

It's easy to be like, oh, it's only a hundred, it's only a thousand, it's only 10,000 customers right now.

But the real question is, do they love you?

Because if they love you, you have a very high chance of getting the next 10,000, the next 100,000 people to feel the same way.

Every great brand that we've seen, especially in the D2C space, customer centricity.

It's at the heart of what they're doing.

I don't know if you saw yesterday, Moise was saying about at the start, 24-7, he was on the phones in the emails responding to everything.

Right.

Personally.

Yeah, he's an animal.

And he brought this up.

When I did the interview with him, he goes, I forgot who we should mention, like whatever, the big old spice, like the big deodorant brands that he was growing up against.

He goes, they don't know who their customers.

Their customers target, target buys their shit and puts it on the shelf.

If they wanted to get in touch with the people who love their product, they wouldn't even have their email address.

They don't have their connection.

And so he realized early on with, you know, he was doing D2C before D2C was the buzzword.

It was just called e-commerce back then.

And it wasn't super sexy to be doing.

And he was doing deodorant sales and he realized, hey, I have this relationship directly with the customer.

I could talk to them.

They could talk to me.

I could send them more products and say, hey, try this out.

Is this better?

I can write them a thank you note.

That sort of thing.

And that was underrated at the time.

The big difference is if you go to Moise and you ask him who your customer is, he's going to give you a specific example.

And if you go to other competitors, they're going to show you a slide that says, oh, this is Sarah the shopper.

Right.

Yeah.

Sarah the shopper is between the ages of 15 and 50.

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Right.

So you're going to see a lot of guys with MBAs sort of nod and clap.

Exactly.

Yeah.

Customer centricity.

But yeah, again, happy to be here.

Love what you guys are doing.

Yeah.

We're going to get into a couple ideas.

The second principle that I think is really important.

So I just bumped into Stu, just doing the podcast.

And I would say two things come from this.

There's this phrase, proximity is power.

Shout out Tony Robbins.

If you don't know any better and you want to build your network, you want to be around more successful people, you want to be more successful yourself, one of the best things you can do is just get near them.

Like I was just in the office.

You were in the office and boom, connection made.

That's what happened with Mike Brown, the kind of guy who was on the podcast earlier, who does oil and gas in Texas.

We're just here.

We bump into each other.

I moved to San Francisco on a lark just for that.

I was like, I just better go get in the mix.

I was in Australia.

I was as far as you could be from San Francisco.

You're from Australia?

No, I was just there on a different adventure.

I was going to, for the Commonwealth.

Yeah.

I'm from Canada.

So a similar story, if you don't mind me saying.

Yeah.

Go for it.

Before what I'm doing now, I helped found this company called Factory and then led it at the end.

We were literally, we were a handful of guys between Stockholm, New York and Calgary. And all we wanted to do was not just read in books about how success is made, but meet them.

We wanted to get where people solving the biggest challenges in the world than actually come here.

So we moved, used the field of dreams approach.

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We said, if we build it, they will come.

Went on Craigslist, found the biggest house we could find, put our money together, got it.

Shouts out 7-Eleven Scott Street.

Right.

And legitimately.

Oh, is the factory that co-living, co-working space?

It was anything and everything you could possibly imagine.

Dude, I've heard so much about this.

That's us.

Oh, okay, great.

But all it was was a network of thought leaders, entrepreneurs, executives, where we put on everything from workshops, talks, dinners.

All we cared about was having the best people in the world come to our house to tell us what is making you different.

What is making you tick?

How are you building products?

Right.

Because if you're reading books, which is fantastic, I do a lot of it, I know you do.

You're going to say, hey, product is everything.

No marketing is everything.

Customer centricity is everything.

But really, you have to go there, find out for every industry, for every vertical, for every product, what makes it different.

And who are the entrepreneurs that are actually making it happen?

Yeah.

And just get around them.

You don't even have to figure out step two.

Just get around them.

It's the fastest path to improving your odds of success is get really close, literally proximity.

Get nearby other successful people.

Work out of their office, hang out with them, go to a co-working space, whatever it is, but get around successful people.

Even there's a lot of people on this podcast, I imagine, that are probably living in the rural states, rural Canada.

People like we were, cold emailing works.

Anyone that cold emails me, I respond.

I know you guys are the exact same way.

Even all these executives, it's been really big on Twitter, how fast the response time was.

It's like, if you have a clear, concise message and you either A, want mentorship, you want to ask a question or you want to give them a piece of feedback, they will respond to

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it.

Right.

And how not to do it is just, hey, can I get some of your time?

Hey, I'm Sean.

Love you.

Can I have 30 minutes or an hour of your time, or can I get a coffee?

That's the worst way to do it.

100%.

Best way to do it is, hey, I'm Sean, I'm, whatever, 22 years old, I'm from this place, I'm doing this interesting thing, or I really want to do this interesting thing, you, I really appreciate the things you're doing.

I've shared out your blog post, I've told my friends about your podcast.

Would you take a look at my slide deck?

Would you play around my product and give me two bullet points of what you think I could be doing better?

Hey, I'm going to be in your city and, you know, the next event you guys do, I will organize it for you.

Tell them you're doing something interesting, be humble about it, and then make it clear and simple, a lightweight ask.

Don't ask for time, don't ask for coffee.

How many generic emails are you getting a week?

100?

On a daily basis, this is kind of how I measure the success of the podcast, on a daily basis I get 30 to 40 inbound new messages from people, and that's across email LinkedIn and Twitter DMs.

LinkedIn, I get to like three months later, but like Twitter DMs and email, I check every morning, and so it's about 30 or 40 unique people doing that.

Not a huge number, but for me, that's like the best part of my day, is that wake up, alright, who reached out, who said that, you know, they like something from this, they're doing something interesting, they want to work together, I've invested now in two companies from the listeners, in conversations with several others, and so this has been a big deal for me.

Wow, let's set them apart.

So the first guy, I think some people might have heard him on the live show, he was a super credible entrepreneur, so he was like, yeah, right now I run this division of the self-driving department at Uber, and I'm leaving to start my own self-driving car company, and here's what I'm doing differently than everybody else.

So I was like, okay, to get to that position at Uber, you gotta be pretty legit, you have a unique insight that you can tell me very clearly, and then the third thing was like, as I probed, the story just got better, as I got to know him, I was like, wow, more impressed, as I saw what he had done, more impressed, and I was like, okay, here's 50k.

And you invested?

Yeah.

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Okay, how long did it go from email to close?

So we met, we emailed, we met for lunch, which was an hour, by the end of the lunch, I was like, should I just go work for this guy?

Which is my ultimate sign of I should invest.

And then I went and checked out their prototype, like I got in the car, and that was an hour.

And then the last thing I did was I brought my former co-founder CTO from Bebo, who's with me right now at Twitch, and I said, hey, I need you to assess this from a technical point of view.

And so he met the guys, said a bunch of words that I didn't understand, and walked away being like, yeah, I'm also gonna invest, and I was like, great, so that was my due diligence.

So I would say four individual hours over the course of about two weeks.

Wow.

That's like, did you see first round, I think this first round came out and said that if they looked back 10 years ago, it took them nine weeks to close, and if they're looking out, it's taking them nine days.

Yeah, if you're an angel, you really need to make decisions within two meetings.

The first meeting you need to be able to rule them out if it's a no, and if it's a yes, you need to be really clear what that second meeting needs to be, and then you can do your own research outside of that to check out the market, talk to a couple competitors, talk to some customers, whatever you need to do to get comfortable.

But like, speed is when you don't have pedigree, and you don't have more capital than anyone else, speed is your best asset.

I agree.

Because everyone's gonna say that they can help.

And a smart entrepreneur knows like, A, you're not gonna help that much.

And B, everybody says they help.

So how can I tell who's actually super helpful until you have a great track record?

Then you're like, okay, this person was a part of these great successes already.

I agree with you fully.

Just to go on that, do you mind if I plug something really quick?

Do it.

I'm gonna actually, I'm gonna plug the hustle.

So going into talking about investing, how you move forward, what's that first step?

Did you read the trend support this week?

Yeah, I saw they were like, I'm gonna invest, they're gonna invest some money into startups that came out of the community?

100%.

If we think about, and you talked to Sam a lot about it, over the last four years, when he got the deal flow, he heard those first ideas that were coming out that are now billion dollar businesses that he completely missed or that he could have helped earlier on and helped them get to where they are now much earlier.

It's incredible.

Do you know of any of those examples?

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You might not because it's Sam's.

I know a couple of them, I don't know if I should share them, but there's some big ones out there.

And so I know these guys have been talking about it for a while, it's like, how do we help the community?

And like, how do we be that catalyst?

So now it's not just for trend subscribers either.

It's like, obviously, it shouts out to trends.

We want you to get on there and get those nice ideas.

But for anyone listening, I want you to email Henry, actually.

Henry B at the hustle.co, your best business idea and if it is chosen, we'll give you \$1,000.

Henry B.

Not just \$1,000, we'll also find any resources that you possibly need to help this thing scale.

That's pretty good.

All right, I like it.

It's like, did you read Atomic Habits?

I've read about a third of it so far.

So what really stuck out and what these guys are doing great here and what I want kind of every entrepreneur to hit on is understanding the difference between motion and action.

Every entrepreneur thinks they're in action.

But legitimately, they're talking about the idea, talking about you with the idea, tweeting about the idea.

But how are you taking that forward?

And so the big thing here, it's like, I want to help you in trends and you want to help them go from motion to getting into action.

And if it's \$1,000, it's going to be that catalyst.

That's what makes sense.

So what's the difference?

Motion, action, okay.

Motion, talking about it, thinking about it.

You're not actually doing anything, but you're staying busy.

Action is what?

Action is putting up that first page, calling customers, actually testing something, rapid prototyping it.

Like putting it into action, like not blaming anyone else, but legitimately putting it into action to try to turn this into a real business.

Right.

So use this as your excuse.

Obviously the \$1,000, not going to make or break your situation, but just treat it as the catalyst to take the thing that's been in the back of your mind and bring it to the forefront, take some action on it.

I want to see all the ideas.

And as a trends community, we'll all vote on them.

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I like it.

And we're going to also follow, track, and show the community the progression of the company itself.

Cool.

Okay, let's take a quick break and let me ask you a quick question.

When did Noah build the Ark?

After the rain?

After the flood?

No.

Before the rain.

So as an entrepreneur, Quiet Light Brokers wants to remind you to prepare before you want to sell your business.

You don't just sell it right when you want to.

You plan your exit for six figures, seven figures, or eight figures.

Quiet Light Brokers is a group of trusted advisors that can help you not just survive the tides but exit on your own terms for the price you want, at the time you want, to the buyer that you want.

As you chart your way towards an exit, you got to first start by understanding the value of your business.

If you want to see a 25 point checklist to see how well your business scores across the four pillars that they have seen drive value when they, for all the sales that they've seen in their portfolio, you can find that checklist at [quietlightbrokerage.com slash myfirstmillion](https://quietlightbrokerage.com/slash/myfirstmillion), that's [quietlightbrokerage.com slash myfirstmillion](https://quietlightbrokerage.com/slash/myfirstmillion).

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If you want, you can get a free consultation for your business as well, but no pressure, no gimmicks, no sales pitches.

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The founders have built and sold businesses, bought businesses before themselves.

They're not just sort of quick fly by the night brokers.

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It's over at [quietlightbrokerage.com slash myfirstmillion](https://quietlightbrokerage.com/slash/myfirstmillion).

Support the pod.

Go check them out.

Okay.

We got some topics that we wanted to talk about.

So where do you want to start?

So let's do a couple of the ideas.

So let's scroll down.

We're going to skip this one.

Let's do a couple of the ideas that we were chatting about last time.

What are some of the ideas that are interesting to you?

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Well, last week when I was sitting in, you guys mentioned that religion overall is declining and I didn't think that was right.

And so I looked at the numbers and actually there's 66 million people coming and I'm just going to speak towards Christianity, 66 million new Christians every single year, right? People being born into it, people converting and so on with only 26 million people leaving the church, which means 40 million new growth net net positive 3.3 billion by 2050, right? Which is pretty incredible.

And I don't know on Instagram if anyone that's listening to the podcast follows, but there's a lot of actual Christian entrepreneurs and Christian influencers.

So you have people like Karl Lantz, Rich Wilkerson Jr., Voo Church, even-

And let me ask, are you a religious guy or are you interested in this from a just a curiosity and business point of view?

Both.

Both, okay.

So like I'm part of a men's group, like a men's Christian group, and it's interesting and like kind of diving into the idea itself.

A lot of my friends have kids that are growing up.

Every single way that the church traditionally engages with this younger demographic is outdated.

Right.

It's the Bible.

Read the Bible.

You know, listen to me talk.

But-

Sit down and listen.

Exactly.

There's no way right now.

There's no media company coming out.

There's really nothing out there for new age consumers, Gen Zs, millennials to actually engage with the church.

Right.

So we're thinking this is an area where there's 40 million people, every single year joining.

That's a pretty fantastic growth, right?

Billions of built-in customers and by 2050, obviously they're getting born right now for the most part, or they're people like us.

It's like how are they going to engage with the church itself?

There's only a handful of companies that are somewhat looking into this, but if we look at even the way that culture is trending, look at Kanye West's last album, legitimately a gospel album.

Look at some of the brands that are really taking off right now, Fear of God, Jerry Lorenzo, right?

A Christian-backed fashion company.

But there's only a handful of them.

The opportunity is massive to create either a media company, or you know, you could be

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selling books, whatever it might be to engage with those younger consumers.

So I got a couple ideas.

So someone from the community, like you said, somebody who's taking action, he messaged me, he said, give me three months.

He said, give me three months, what?

I like it.

Give me three months.

And he sent me a link and he, and not, you know, I hope he's okay with me sharing this.

I'll ask him afterwards.

We could bleep this whole thing out of me otherwise.

But he said, give me three months and I'm going to show you that I can get this business off the ground.

It's on your show.

Wow.

And he goes, what is that?

What's the business?

He goes, tithing.

Wow.

So he goes, digital tithing.

So basically, let's give it an analogy, Venmo for churches.

So he goes, there's this company called PushPay that is currently processing \$4 billion a year of digital donations inside a church.

So instead of passing the hat around, they pass, I don't know, the QR code around or whatever it is.

It's like, you can donate to the church through an app.

And Tithe Lee is another one.

So PushPay, \$4.2 billion, that's their processed amount, they took \$98 million.

Wow.

So this is a very simple fintech company to build.

Distribution, you can tell how you would distribute it to customers through the churches themselves who have a high incentive.

Because if you're a church, you need to ask for money and then you grow or you don't ask for money and then you shrink and potentially close.

Even if we think about this from a church's perspective as well, it'll help them with all their accounting.

Every week, every Sunday, Saturday, whenever you're going to church, they're accepting cash.

Right.

Someone has to sit down and sit down.

Is this tithing money?

Is this for something else?

So just the accounting of it, imagine how much more simple that'll be.

So they said 15%, I was looking into it a little bit, 15% of all donations now in the

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churches is digital.

But I bet that that's already a five-fold increase from where it was a few years ago.

And I bet it's going to go further.

I think it gets to 30%, 40% over time.

And so this is just churches and just one faith.

So there's A, you can copy an existing model, take it to another faith.

You could just compete against these.

So let's say tithing is one, let's say, surface area where you might go for.

What's another?

Well, just going on that one point right there, what is really interesting is, did you see

Bird come out with payments this week?

Do you think Bird is going to have bird payments at the front of all of our churches?

Exactly.

No, I don't think, I think Bird is in the last minute Hail Mary type thing.

Yeah.

Okay.

Okay.

Wow.

Interesting.

What is another one?

The biggest one to me just comes down to engagement, right?

You already have a passionate community of young people that want to be engaged with the church.

What we've seen a lot of is merchandise, right?

So how can you physically show that you were engaged with the Christian or Catholic or whatever your church actually is?

So influencer marketing, obviously being big, preacher sneakers is a really interesting Instagram.

Is that happening?

It's big.

Well, preacher sneakers shows what all the preachers globally are actually wearing right now.

So it's like, how can you create a brand directly for them themselves?

And that's the perfect bridge of like the faith and, you know, Gen Z crossover there.

So that really gets me excited.

Yeah.

So I like the media business idea.

I think that's a pretty straightforward one, although probably not the most lucrative.

We had talked a little bit about beautiful Bibles or beautiful Bibles to talk about this.

I like this idea a lot.

Well, I'm just, you think to yourself, it's you, if you have, if you were a Christian or whatever your religion might be, let's just say for Christianity sake, you go to someone's house, I guarantee you the Bible is hidden away because it got passed down

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to them.

They got it for free.

It's in a drawer.

It's, it's hideous.

But if you think of what is on, I shouldn't say hideous, but it's not the best looking book.

I'm a question.

It's okay.

But if I think what is on people's coffee tables right now, it's kinfolk, right?

It's things that they're going, that they're buying that are beautifully bound, that they're visual, and so I think there's this really great opportunity to, to reinvent what the Bible actually looks like and create like the kinfolk of Bibles.

Yes.

So number one most selling book of all time, the Bible, that's a good place to start.

The IP again, you can print your own Bible.

So it's not like you're going to go and reprint 50 shades of gray and get sued.

You can go reprint this and it could work.

You can remix it so you can simplify, you can distill, you can pull out certain anecdotes.

I love this idea.

So the only reason I'm not doing this idea is because I'm not religious.

But even me, I'm just like, well, maybe I would do this.

No, it's like, I love how you just said pull out specific books.

So Netflix did a really, a pretty interesting movie on the Book of Mark, right?

And so like how can you take some of the stories that were within there and actually have them come to life?

Yeah, double click into those.

Yeah.

I like that a lot.

So generally speaking, taking the sort of number one bestselling book of all time, or if you look at the Gita or the Quran or whatever, these are all in the top sellers of all time.

And if you can put a remix on it, so aesthetically pleasing is where I would go with it first.

The other side of it is distilling it down for kids, making it more kid friendly.

Or like you said, going into sort of some of the lesser told or pulling out some of the anecdotes and stories and really bringing them to life in a different way.

Million new customers a year.

Right.

Do it as a YouTube channel.

Do it as a book.

I think these are, I think this is really interesting.

If someone's doing this, reach out to me.

I want to help you make this successful.

I put a lot of thought into how you would go about doing this.

And I genuinely think this is a really, really, really fascinating idea.

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And this influencer preacher thing, what's up with that?

So it's funny.

I thought a lot about it and guys in my men's group, and I think it's a really great way to bring kind of the youth back into like Christianity, for instance, but they have millions of followers.

You know, they're with Bieber all the time.

Carl Lentz is the first one I saw that was doing this.

Carl Lentz the biggest.

You got to think, he was leading Hillsong.

And if you dressed a little differently, you could pass us like a Carl Lentz.

That might be my next move after this.

We'll see if they reach out.

I saw him and I was like, this guy's good looking, jacked, stylish, funny, fantastic speaker, speaks in like common, you know, common tongue, not like, you know, he'll use slang.

And I was like, no wonder this guy's friends with all the basketball players and musicians that everybody knows about.

He reformed Bieber.

100%.

No, it's really interesting.

And he's speaking to them on their level.

That is really the biggest thing.

And so people understand that this is like being, I want to be a strong Christian, let's say, and I want it to be aspirational yet attainable.

I can be him.

Right.

Instead of like the typical preacher, you'll see it a lot of the churches.

It's like you could look up to someone like Carl Lentz being like, that is someone I want to aspire to be.

Right.

And there's also sort of a musical component.

So he's with the Hillsong Church, I think, and they put out like tons of great, you know, faith-based music.

I think that faith-based music is a pretty big space.

So here's a question I had about this, right?

Because I've brainstormed these, I broke some of them down, I've done a bit of research.

And so then I asked myself, I believe in these ideas, but I'm not doing these ideas.

The big part of it for me is just time.

I do the podcast, I have a job, I have other stuff going on.

So for someone like you, entrepreneurial Christian, why don't you do this idea?

I'm one of these.

Well, I'm in the same place as you.

I'm also very busy.

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Time limited.

It's all time limited.

I will do anything to help these get off the ground.

Any of the ideas we'll talk about, it's like you want to see people take these really nascent, interesting ideas that are big and help them come to life.

And so if I had more time on my hands, I would love to help it.

But where do you stand on ideas where you don't have that same founder fit?

So let's take another.

So let's say I did have the time, right?

I magically get 48 hours on my day so I can play with my baby, I can do my job, I can invest in companies, I can do the podcast, I can do the side hustles, I can do it all.

So let's say I had double the time and now I'm not time restricted.

The second question for me would be, should I do this?

And is this the right business for me?

Because there's one thing to understand at an intellectual level, and there's another thing to really love the product, care about it, and get into all those details.

So I think a lot of people come into this question of like, should I go for something I'm quote unquote passionate about, or know about, or I am the customer, or should I do something that's sort of, I see the opportunity, and it might be a great market opportunity, but I have to figure out, it's like our buddy Ramon who created the most popular soap opera blog in the world and never watched a soap opera in his life and sold it for 9 million cash.

So I've seen both examples.

Where do you stand on this?

My whole thing, I think entrepreneurs have to be at different stages in their life.

So for where Ramon was at, he's not saying soap opera blog, this is the 100 year brand.

This is something that when people say, what did Ramon do to leave this earth?

He changed the lives of people watching soap operas.

He said, how can I, especially where he was at in his life, how can I make money?

And he says, this is something that could generate money tomorrow.

And so now when you're talking about things that are really passionate, that you really care about where, like when you were building Bebo, when time slips away, when you have that feeling you care so much about what you're building, that you look at the clock and it's 4 a.m. and you're with your co-founders and you said, wow, we're really changing the world. It's a whole different place.

There you're trying to build a brand, not just a flip, but to literally make an impact.

Right, legacy.

So I think you have to look at yourself where you're at in your life.

Can you take risks?

Like you're saying, I know you've been successful, so you have kids, you have a family, but it's like, can I take this risk?

Do I have the right time and do I care about this?

I just want to make money right now, become an affiliate marketer or something.

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Take one of these ideas that you could just easily flip around, start making money tomorrow. Or do I want to build something long-term that is probably much higher risk, but is something that I want to really put my name to?

So the framework I offer up here is earn, learn, or legacy.

Which one are you going for right now?

And at different phases of my life?

You summed it up.

Oh my gosh.

I've optimized for different ones.

When I moved to San Francisco, I told you I just wanted to be near people.

I decided at that time, I had done two startups already.

I said, next one, I don't want to do myself because I've made these two startups happen with mixed results, some good, some bad.

I think I've done better than I thought I would do, but I don't know what I don't know.

So I was like, this next chapter is all about learning.

So I hooked up with Michael Birch.

I was like, this guy's done it before, he's a billionaire, he's built multiple successful companies.

Great head of hair.

Great head of hair.

British accent.

Can't go wrong.

So I said, I want to learn, so I said, I don't want to just, how can I, my thesis was, how do I pack 20 years of experience into the next four years of my life?

I love that.

And so I said, I got to work with someone who's done it before, I got to be around really smart people, and I got to work on a portfolio of projects so I get multiple reps and not just one.

And then I found Michael Birch, who's done it before, and an idea lab where he's working on a portfolio of startup ideas.

Boom.

Perfect.

Wow.

So I went all in.

I was like, this is what I want.

Other times, right now, I'm in the earn phase.

Sold by company.

I'm going to check, I'm going to cash in the asset that we sold and collect the check.

Of course, I'm going to still learn things, but I've picked, you know, there are other ways I could be learning more, but I decided this chapter right now, I'm going to cash in some chips I'm going to earn.

And if we look at your earn as well, going back to the first question, it's, you have a portfolio of bets.

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You have, you've made your money from selling your company.
You get paid, I'd assume, on the first and the 15th from Twitch or however the payment works.

And you've also made higher risk longer term bets itself that could have a high payout at the end.

Right.

And so you have multiple different streams of income that could be coming in that are going to help you achieve the long-term goals of the type of earning potential that you want to be hitting.

Right.

And so if you're listening, and the other one is legacy, and I've thought about this, okay, what would I do next?

Would I optimize again for learning?

Sometimes I'll just do little experiments that I know I'm not going to stick with beyond three months.

But I'm like, how hard is it to start a podcast?

Could I grow that?

That's how this, this start is an experiment to just learn.

I didn't think I'd earn any money off this.

I didn't think it's good for legacy necessarily.

I just did it to learn.

And sometimes you think about, what's a project I wouldn't want to exit from?

Yep.

It's a powerful question.

Tough to answer, but it's a powerful question.

Wow.

I absolutely love that.

That's incredible.

And you know what?

Kind of what you're saying with earn, learn, legacy, a lot of the work that I currently do is with corporate still.

So I work with both growth, state, and service, but mostly with corporates.

And when I help them kind of look at what does the future of the business look like, we actually go through a very similar lens.

It's like, how are we going to make the next billion?

Right?

So like, what does a horizon two project look like?

Right.

What does the future of our business actually look like?

And who are the types of people that we want to be surrounding ourselves with, network, startups, investors, whomever it might be that are going to help us understand what that is, but not just help us understand and get those insights, but help us build that.

Like, that's a lot of the work that I do right now.

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That's cool.

I like that.

Let's talk about this other idea that you had mentioned last time.

So Uber driver revenue streams.

Talk to me.

Uber driver revenue streams.

And Lyft.

I'm neither here nor there.

We don't discriminate.

Heck no.

I love them both.

Whatever is cheaper.

But for me, I try to think a lot about there are resting assets that are currently sitting idle.

Right?

And so how can you?

What's a resting asset?

A resting asset is something like how Uber is scaled because they have drivers that are sitting out there for themselves or people just driving around that want to make extra income.

So for Uber, for instance, how can we take that a step further?

You have people that are online with Uber that are currently waiting for rides and they have when they get someone in their car, they have a captive audience.

It's been a handful of startups that have somewhat helped alleviate this because the big thing that has come out a lot lately, especially with some of the new regulations coming in, is that Uber and Lyft drivers driving full time are making far less than minimum wage.

Like far less.

When you account for all the expenses and the idle times and everything.

I think we have the stat here.

What does it say?

The average pay per hour in America for full time is \$8.55 to \$11.77.

On Uber?

On Uber.

Yeah.

Or Lyft.

Yeah.

The average full time for a driver full year, \$36,525 a year, that's minimum wage.

And so I think they're not going to stop driving Uber.

They're not going to stop driving Lyft.

But how can you take something like a Uber or Lyft driver who for between 7 and 30 minutes has a captive audience?

Right.

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So how do you give them \$3 an hour raise?

How do you help them make more money?

So people have tried this currently, interactive media.

I think there's an octopus interactive has done this.

Everyone's seen it.

It's in all cabs in New York.

It's in a handful of Uber.

A little screen on the back of the chair type thing.

It's a little screen.

You play a game.

Yeah.

It's not targeted.

So you and me are getting in there.

And I guarantee you if we sit in there right now, we're going to get served personal injury.

Call me if you've been hurt in an accident, right?

Has nothing to do with us.

Right.

Okay.

But that's one way.

One way.

Another one that I actually liked was cargo.

And it just helps them sell things.

Right.

Snack, little snack bar.

Exactly.

What I was thinking a lot about is how do you, which is really big, obviously the last handful of years, which has really taken off as personalization.

So if you think about, if you're able to truly partner with Uber, think what the type of information they have on you as a rider, how old you are, your frequent places that you're living, even the micro targeting, the geolocation of where you are.

We can make a lot of assumptions about you.

We could, you know, Sean, we could probably assume you're, you're well off.

Maybe we can know that you have family or you're currently doing a lot of pools or luxury.

And so we could start to build a profile around you.

And with that type of information, through like the stereo, for instance, how could we serve you very targeted, direct ads?

Right.

So advertising is one.

The one that I am really interested in, I have a little bit of background in is in the music space.

And so for me, it's like, okay, a music label wants to get their new artist, someone that they've invested in, in front of the right consumer, especially in that first week where they want songs to hit that kind of viral effect.

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And so if you were able to build a music platform to partner with labels and Uber to actually serve direct music towards a very targeted audience and you could make money by playing that song, I think it'd be a great business.

Yeah, that's pretty interesting because I don't know how many rides there are per day, but there's millions of rides per day.

And so those are all sort of audio impressions that you could use.

And I think if you played ads out loud, that would be sort of obnoxious.

But if you're playing awesome new music, that could be really interesting where it's sort of noninvasive.

It's actually sort of behind the scenes.

You don't even have to tell the writer, hey, this is, you're listening to this because of X.

It's just what the driver has on.

And the driver gets paid to have their radio on, specifically to a certain station, hooked into their app.

Because a lot of the time either you're telling them what to change to or they're putting on something you don't like.

And so now this is, okay, we think we understand you as an individual, so we're going to try to serve you music that you like and I'm helping the driver make more money.

Right.

Yeah, I like this idea a lot.

I think this is cool.

Firefly put the big kind of thing on the top of the Ubers.

Is it Firefly that raised last week or was it the other one?

So Firefly raised prior, and they may have raised again, I don't know if they raised a Pew Drowned prior and like 20, 30 million bucks.

And then I believe Lyft announced that they were doing this themselves.

So one of the ridesharing companies announced that they were doing this themselves, which is going to be now interesting to see what happens with that.

But I like the idea, I also just generally like the underlying reason this was interesting to you, which was, oh, something's changed.

So what's changed?

Okay, well now we have this fleet of drivers that are all connected using these apps that are on the road all the time.

That's new inventory that we could do something with, new opportunity that we could do something with.

And the second thing was, hey, the wages have gone down from making \$25 an hour to \$10 an hour.

They're going to be very receptive to ways that they can get their earnings back up because they're being advertised to the, hey, you're making \$25 an hour, but that's not your true rate when you take into account everything.

And if you find a way to make the drivers more money, even, I bet you, I'm just going to make an assumption here that if Uber doesn't get a cut, but they're keeping more drivers

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on the road, that they will love you.

Leave you alone, yeah.

They will love you.

If you find any way to make drivers work exclusively, like I think Cargo is an exclusive partnership with Uber.

Right.

And if you can help just them, like their drivers retention, yeah, I think it really take off.

Yeah, I like that idea.

What else you got?

You had some other good ones last time.

So we touched on sort of how religion should be engaging with Gen Z, whether it's through the beautiful Bibles or tithing or one of the other ideas there.

Love tithing.

That is incredible.

What are we going to call this Uber driver radio network?

We need to hire a brand or from our network.

I have one name and it's coming up for our next idea that I've come up with.

But besides that, give us that name.

Well, you should see a lot of the domains that I own.

It's just awful.

Awful domains.

Awful domains.

I should never be in branding.

But so the next idea that I have that we kind of talked about, and I'm actually talking about it with one of my friends right now.

So anyone that wants to join this next idea, email Henry B at the hustle.go and he'll help connect us.

Henry, you're getting blown up today.

I'm excited to see how many he gets.

Charge your phone.

So I'm really big into Cloud Kitchens, you give a great summary of what Cloud Kitchens is.

Do you mind?

Yeah.

Sure.

Okay.

So Cloud Kitchens, I actually know this because I started one way back before.

This was a thing.

Oh my gosh.

Right idea.

Wrong time.

But basically it is a restaurant without the physical restaurant.

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So now that there's all these delivery apps, Uber Eats, Postmates, Caviar, DoorDash, Grubhub, your storefront is a icon in the app.

That's all you need.

And so there's all these shared kitchens, like just giant warehouses, think about it that way, that are centrally located in the city, but not super sexy locations.

And there's these giant kitchens that have already invested in all the HVAC, Friars, Fridges, Freezers.

You don't have to buy any of that stuff.

You can go rent those by the hour.

When we did it, we paid 19 bucks an hour to have access to this kitchen.

And so like think about it, eight times 20 bucks an hour times eight hours a day.

That was our restaurant cost.

So we went from needing half a million dollars to start our restaurant to doing it for like less than five grand.

And so you have this infrastructure, that's a shared kitchen, where normally bakers, caterers, food truck guys, that's what they normally use.

But now you can just run a whole restaurant out of that and you just optimize delivery only and you live on the back of these giant food apps and you just do pop-up concepts.

So you could be macaroni only.

You could be the fried chicken specialist, the grilled cheese specialist.

You could be like 10 different types of Asian cuisine or like the best pad thai ever, whatever.

You create these little micro-brands.

Anyways, a cloud kitchen is a kitchen, is a restaurant that doesn't exist and delivers off the back of these super popular food delivery apps.

And so what you just said and you said how many platforms there are, the number one question because whenever you look at starting a new problem or starting a new startup, sorry, you look at is there a challenge here or is there a big opportunity?

And so with this one, I looked at myself and I said, what is the biggest challenge that these cloud kitchens face?

You see how much money Travis Klanix obviously started.

I bet you he walked down the street and someone else has probably started one.

And I guarantee you the biggest problem everyone has is how do you stand out?

How do you stand out as a cloud kitchen?

Because you don't have a storefront.

So are you going to put a lot of money into brand, are you going to stand out just on your logo or that you're keto and you do niche foods?

So something that I've been thinking a lot about, which I'm calling, are you ready for it?

Cloud kitchens is influencer based cloud kitchens.

And so if you look at the expansion of influencer marketing and not just influencers as a pay-to-play scheme that startups or large corporates are working with to hawk their products, but instead actually having these influencers build real businesses, look at Kylie.

Kylie didn't sit there and build out the formulations herself.

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She put a ton of work into it and like 100%, that is incredible what she did.

But she worked with a brand incubator who on the back end knew the formulations.

They knew how to market it.

They knew everything behind it and leveraged her distribution, her name, to make it scale the way they did.

Right.

Same thing with how Rihanna did it.

100%.

So what's happening in the beauty space, what you're saying is could happen in the food space.

So who's a, well, how would this work?

Give me an example.

I'm just, so in my mind it's someone, you can do influencers a handful of different ways.

If you go on Instagram right now, how many different food influencers are there?

I mean, I don't know, thousands, thousands, thousands, tens of thousands.

Joe Wick, Ella Delicious, all these different ones that like my partner, for instance, we own every cookbook I feel like.

We own legitimately every cookbook.

My wife's vegan, so any vegan influencer?

I know the name, Erin Ireland, because she sends me every recipe that this woman posts, which is a vegan recipe.

100%.

I go on Instagram right now.

I guarantee you I have four messages from her from different food things that we should try right and it will say I eat out too much so instead of going in figuring out

okay how do I build this recipe gosh I got a bike I got to make couscous I

don't even know what this is instead it's like how can you leverage the name of

this influencer help them with some of the recipes that they have on their

Instagram itself create the menu create the menu and create all these cloud

kitchens like across the country or wherever it might be so that everyone

can have access to it I like it I like it a lot so this is sort of like the

Gordon Ramsay he has several restaurants right like he's got his Bobby

Flay has the burger bar Gordon Ramsay has his thing in Vegas other places I feel

like every somewhat decent airport has like a Wolfgang puck right and so or you

guys talked about it with Lance Jimmy Buffett we're going to Margaritaville

you're somewhere warm and so what is the Margaritaville what is the Gordon

Ramsay what is that next generation working with these new age influencers to

actually create full menus online just in a cloud kitchen with none of the

upfront costs and as you know how high the churn rate is on restaurants itself

yeah your startup costs are incredibly low all you need to do is find the right

influencer the right demographic build out the menu with them right of things

they're already building they have cookbooks you're just giving access to

everyone and then you grab off-the-shelf chefs essentially who can actually just

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implement and 100 food on a daily basis right yeah trivial to find people who could do that I really like this idea because I just think it's a really fun idea and there's a lot of times where you have passion actually the music one's very similar there's all these passion areas that are just garbage businesses yes and this is you know food is another one where it's like great you love food okay what are you gonna do you're gonna be a foodie what does that mean you're gonna be a food blogger that's a little bit tough this is actually like a sort of cool novel way and again it's because something has changed yes these food delivery apps have have paid billions of dollars in customer acquisition cost yes to acquire hundreds of millions of users across the world you don't have to get you'd like you don't have to pay for the views yeah you're not paying for the customers that they're coming to you yes exactly so I like this a lot and I think you sort of can bridge these two these two worlds really really well so I like to say that my friend has this phrase which is that chefs are the new DJs yes that people just the same way people follow DJs now and we'll go to the club where they're at there's this is actually happening in sort of the food world look at what's what's that chef or what's that show on Netflix open to not open table chef's table chef's table like that oh like that just took off right and so yeah I'm a hundred percent with you the one thing I want to add is I want someone to do this yeah I don't just want us to talk about this anyone that is interested in I want them to email Henry I'm not even joking we're starting this right I have someone on the other end that is gonna help with this I'll help it get off the ground right motion to action I love it and again literally we did this when we did our restaurant we so we started a sushi restaurant yeah I don't know shit about sushi yeah I like it at a Duke right I did it right out of Duke and we found a chef from the Food Network so we saw this guy who did the Bobby play challenge he beat Bobby play at a sushi challenge and he was super charismatic and he was obviously knew his shit about sushi and so we were like oh that guy we need that and so we literally partnered with this guy it was really hard to get him to take us seriously because we're 18 years old there's a whole story about how we did that but we parted with the Food Network chef and we created this this restaurant concept and then we ended up because we just didn't have money we did it as a cloud kitchen yeah because we were like look I don't want to sign a 10-year lease with a personal guarantee and that's what I needed to do to get a restaurant space so you know just getting resourceful we created this thing and at the time there was no postmates Uber Eats those didn't exist that was the missing piece wow we still had to go get customers to come to our website to download to order the food is this if that had changed this whole you know I wouldn't even be sitting here I'd be so running a sushi is this gonna be your legacy I feel like we just hit on something I feel like this is next no I ran away from the food industry cuz it's tough but that's just I was doing too much too many dishes every night oh that's incredible I love that anyone that wants to do it honestly Henry be at the

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hustle.co I love it so did you watch the Tyson Fury fight I did I'm a I'm not a huge boxing fan but I'm a fan of greatness and I like combat sports and there we go I I was lucky enough I actually watched it with Sam and Sam is you know a big boxing fan and I think I know a lot of Patriots fans will say the 28 threes the greatest comeback story in sports I think Tyson Fury is the greatest comeback so explain the Tyson Fury story so just so we can I'm gonna start at the end okay Tyson Fury knocked out Deontay Wilder in the seventh round Deontay Wilder is known as the baddest man on the planet right never never been defeated and he's he has a 96% knockout rate right 42 fights 41 knockout exactly only person he hasn't knocked out was his last Tyson Fury fight so Tyson Fury started off he's this English boxer also known as the Gypsy King he was eight weeks premature weighing it at one pound right okay almost didn't make it just from the beginning right one pound one pound which is crazy because if you see him now he's six nine six nine or seventy five pounds exactly exactly in that in that slim for him which we'll get into but his dad knew greatness his dad was one of those people that understood that this guy's gonna be a champion and so we named him Tyson after the great Mike Tyson obviously years go by years go by he starts training his dad was a boxers uncles of boxers everyone in his family is boxers and he gets to this point where he's like the next contender coming up he's 23 years old he gets invited into Vladimir Klitschko's actual fighting camp itself and kind of going back to your guys's point last week about hearing doubters everyone always told Tyson Fury you're gonna go to this camp but Vladimir Klitschko is the king even when you're there he's gonna batter you as a sparring partner and so he was training with me it's like this guy's not that great I'm gonna get into his head these guys they weren't even boxing against each other at this time they're not opponents so during the training camp itself they go into the sauna okay have you heard the sauna story I've not heard the story no yeah I'm excited this is maybe my my favorite story in sports so everyone knows and everyone tells Tyson Fury Vladimir Klitschko is not just the king of the ring Vladimir Klitschko is the king of the sauna okay look everyone here Henry post a photo of what Vladimir Klitschko looks like this time he's a monster yeah he's enormous he's a Russian monster he's a Russian monster you created a Russian monster so this guy's huge so they go into and Tyson Fury's everyone's telling him you got to get out of the sauna as fast no one can last as long as them and he says I'm not even fighting this guy I'm gonna get into his head I want to beat him now because I know I'm gonna be champion later and people say I can't do something I'm gonna do it okay so they get in there it's hot it's really warming up five minutes go by ten minutes go by there's about a dozen people in there people are dropping off right someone's leaving other person's leaving about 20 minutes come in and it's only Tyson Fury and Vladimir Klitschko left so Vladimir Klitschko you know he stands up Tyson Fury's like thank goodness he's about to pass out Vladimir Klitschko turns up the heat and so Tyson Fury says I can't

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let this guy get in my head everyone thinks they can't beat him I'm gonna get up too he gets up you know what he does turns up grabs a newspaper he lays down and he grabs a newspaper right another 25 minutes go by they're in legitimately as hot as the sauna can go and Klitschko finally leaves Tyson Fury wins seems like I can't just leave right now he'll know that I was just trying to beat him waits a little bit longer basically passes out years go by three four years go by Tyson Fury is the number one contender Klitschko's a champion Klitschko's the champion he hasn't lost in something like 11 years that 11 years hasn't lost right everyone's like Tyson Fury you cannot beat Klitschko Tyson Fury goes you know what I know all of you think I can't do this I'm gonna do it on his home court I don't come to the UK I don't want to fight you at Wembley I want to fight you in like Eastern Europe so they fight in Germany and then so in the pre-fight they do a face-to-face similar to how we are now Tyson Fury brings up the sauna issue and Klitschko everyone look up the clip is so like pretends like it didn't happen like he couldn't remember it and Tyson Fury says after the fight he knew that's when he beat him and he goes in and he batters right he batters Klitschko wins right becomes the lineal champion three three-class champion whichever by the way I love this lineal champion the lineal champion if for those who don't fall boxing is just your you beat the man who beat the man who beat the man who beat the man all the way back in time to the first man exactly and so you have taken the champion you took the champion out yes and nobody's taking you out yet you were the lineal champion he's the lineal champ so this is 2015 so the thing was is that after this fight Tyson Fury didn't go on and actually fight Klitschko again right he balloons up to 400 pounds he's at the mountain top he's like is this it is this it and he's hearing from everyone he couldn't do it again he can't do it again and it's finally somewhat getting to him he becomes addicted to drugs he gets addicted to booze he's 400 pounds and everyone says I knew it I knew Tyson Fury was a bum right right and so finally something in his mind clicks 2017 this video comes out him jogging his face is monstrous size of a mask he looks like someone who ate Tyson Fury exactly and he there's this video everyone's got to see it and he says he says it's like Deontay Wilder I'm coming for you and everyone says he's never gonna tell me talk about he's failed so many times he'll never come back yeah and let a look obviously he fights him he comes back he drops 150 pounds it was a draw the first fight time comes back they're like you know Tyson Fury he's not going back he's gonna do the WWE thing he got his payday he's gonna go drink again comes back obviously this past Saturday knocks out Deontay Wilder actually knocks out the knockout artist a hundred percent no one thought he could do it right and so I just thought it was this really interesting story for a lot of the points that even we were talking about last week or you guys were talking about last week when it came down to people saying no right people not wanting to see success happen everyone wants to see you lose and he took that

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as energy came back like four separate times right from the break like four separate times that made it happen I just thought it was just so I can tell you're kind of like me in that maybe the thing I respect most is someone's mentality yes their mental toughness and and I don't I don't even think I particularly great at this but it's something that I've decided is sort of the number one most important asset is how how is your mindset 100 how is your mindset when things are good are you grateful are you appreciative are you a giver to others yes how is your mindset when things are bad yes are you resilient do you do you turn the disadvantages into advantages and mindset is number one that's why you love fury yes doesn't matter that he knocked out it matters how his mind worked he was at a point where most people break Angela Duckworth would call it grit right what this guy has right I when I read that book all I could think about was Tyson fury yeah but it all comes down to mindset all the great leaders have it Admiral William McRaven is another great example obviously one of the greatest admirals in Navy SEALs history on special ops history same thing he's a great leader because of how his mindset is right this is why sports is great it's the metaphor it's the grand metaphor for life who cares about these guys punching each other in the head or throwing a ball in a hoop but it is the great men real post a bunch of the things that we talked about I want everyone to go to the hustle and my first million everyone on Twitter and I want you to all look at these links and be inspired yes love it and it was a great fight it was very and he gave us a nice little ballad oh my he sings a song when he wins which is hilarious and part of like his marketability is that he's just like crazy character he's crazy he was dancing before the fight yeah while there was stretching and he was literally dancing by the way super lame excuse by Deontay Wilder that his costume was too heavy and that's why he lost no you lost cuz yeah very punch you in the head yeah all right so we got a little bit of time let's see how we're doing on time okay we don't have too much time all right we have let's say one last thing is there one last thing you want to bring up this is stew's power hour not the power hour I have so many ideas hopefully you have me back I fully understand I feel like I yell into this mic as much as Sam so I'm gonna apologize everyone for listening well we want to bring you back we want to have basically these recurring sort of friends of the house so there's certain people that are fun and have a bunch of ideas and it's not like when I was doing the interviews before you know you tell your story once I'm not gonna have you back to tell your story again like that's just too much nobody wants that but with this you know every month every two months I want to be bringing you know our guest friends of the house back as a recurring cast to character so that's the game plan count me in you can catch me at my desk about 15 feet from here yeah but something that I've been thinking about a lot you're a big notion user right I use it I wouldn't call myself a big notion user because I have a love hate with it okay that's like a deal-breaker for me but

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everything else is dope but you guys made the website we made our whole website off of it it's honestly it's one of the most powerful tools I've ever used the hard thing is I tell everyone and everyone knows I am an evangelist of things that I love I must have signed up 200 people on copper for instance I'm calling people everyone's like what CRM do I use I'm done with I'm like now you get on copper right now I haven't taken any affiliate money for this by the way right and so notion is the latest thing I'm addicted my life journals in there everything my whole life isn't what do you love about notion that you didn't get it what were you using before docks ever know you name it I was using the whole G-suite I was using obviously copper but I've moved I've actually poured it over a CRM into it because there's a lot of really great integrations I'm using a physical journal itself like you name a sauna and what what is it about notion that got you what got it was the the ability to create it's legitimately a blank canvas where it lets you be the artist towards your own personal workspace whoa yeah deep there if people that are watching this I'm crying or yeah watching this so but legitimately the hard thing though what makes it so beautiful and what makes it so difficult is that you legitimately just end up on a blank page create right and so I think the biggest opportunity notion has and I've tweeted at them so many times and I will continue to is that they have the opportunity to legitimately create the app store for business templates and so if you go on notion.so forward slash templates they have a couple they've about 12 but if you want to become a power user you got to go on YouTube you got to find all the right channels right and so I think there's a really big opportunity for someone or for notion itself to become an actual template or sorry a an actual platform and an app store to create templates for notion right ready to go CRM ready to go journal ready to go whatever all the different common use cases that I think it's a massive opportunity like they've raised what 10 million at an 800 million valuation and they have such an engaged community but nothing is tying them together right like people are hacking together templates I use it but it loads slow I can't get over slow so much information yeah that's probably what it is like so feature rich and listen all right I like that notion you should pay us for that I mean they actually so they that wasn't an ad read but that was better than an ad read yeah they did they actually sponsored the hustle morning newsletter today has nothing to do with that I'm not an employee of the hustle right yeah me and you didn't get any of that money so let's let's get notion out here all right let's do great Avenue where should people find you follow you Twitter Twitter at Stu Iverson follow me on there I'm put it in the show now yeah I'm active DM me I'll message you back I promise you yeah that's where you can find me nice okay love it we're out