

[Transcript] The Diary Of A CEO with Steven Bartlett / E242: How I Built A \$400 Million Company With Joe Rogan! (Incredible Story) Aubrey Marcus

With Joe Rogan as my partner, we sold out in 12 hours, zero to 60 million.

How?

Step one, it was fucking wild.

Aubrey Marcus, the man who built and sold on it with Joe Rogan.

One of the fastest growing human performance companies in America.

My mother was a professional tennis player.

My father was a pioneer.

And that was the driving desire.

It's like, my parents were big.

I know I can be big.

And I was frustrated because nothing was happening.

There were so many failures.

And I really thought, like, I'm just never going to succeed.

But I think the key moment for me was that Joe Rogan said,

I can meet you 30 minutes for coffee.

I was starting a supplement company.

I went to Joe.

What supplement would you like the most?

I'm going to make the best one that's ever been made.

That was the pivotal moment that changed everything.

Alpha Brain, I really felt like I didn't want to do anything without it.

We sold out of that product in 12 hours.

We could barely keep it in stock from \$0 to \$60 million.

We were an Inc. 500 fastest growing company over the next four years.

I mean, I couldn't have designed a fantasy better.

But it comes with a cost, right?

In that moment, I realized, like,

I'm not going to fly into a fit of rage and hurt somebody.

You can see how much it still affects me.

What happened?

Aubrey, when I read through your story

and a lot of people's story, what I tend to see

is a series of almost dominoes that have fallen

to make the person who they are today that sign in front of me.

Can you take me to the first domino

that you think was significant in your life

that fell to make the man that I see

sit in front of me today that I've spent the last couple of days

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learning and researching about?

I mean, the first domino is my mother giving birth to me, of course, right?

Like, it starts from the drop.

It starts, and we can't ignore all of the things that happen at birth that have nothing to do with us.

And I was super blessed.

My mother was a professional tennis player.

Went to the semifinals of Wimbledon, lost to Billie Jean King.

Like, legit professional tennis player.

My father was a commodities trader, and he was a pioneer in his field.

So he was actually kind of stretching what the market and what the world understood about futures trading.

He's written up in a book called Market Wizards.

They split up really early, and so I got two more parents.

My stepmother was a naturopathic doctor who worked with a lot of the NBA basketball teams and the Lakers in the 80s, the Knicks in the 90s, the Heat in the 2000s.

But from the naturopathic side, not within the team aspect of it.

And then my stepfather was a SWAT team squad officer, just big, badass, burly man.

And from all of those sources, I got models of greatness.

I got models of really testing yourself to see what you're capable of.

And I think that's the foundation of what I was.

And then there's my grandmother who inspired this craving desire for knowledge, just to learn about the world.

And I think the key moment for me, with all of that framework with my parents, that craving for knowledge instilled by my grandmother, if my grandmother's tattooed on my arm, actually. And then I go and do my first psychedelic medicine journey after high school when I'm 18 years old.

And I really feel like I wanna find the knowledge and then be able to distribute that to the world in an interesting way.

I wanted to build my own legacy, so to speak.

And in that first psychedelic medicine ceremony,

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I felt my body disappear.
And I felt what I could only call consciousness
or maybe even use the word soul,
even though I wasn't religious at all.
So I didn't believe in souls,
but I felt something come online.
And that was kind of the genesis of me being where I am now
even though that doesn't have a lot to do
with all my business accomplishments and anything else.
It's this desire to be great
because it was modeled for me in the parents that I had,
this thirst and quest for knowledge.
That quest for knowledge turned inward
with the psychedelic medicine journey.
So I was looking inside, that's the field of psychonautics,
which is really the field that I'm the most passionate
about, psychonautics, the exploration of the inner aspects,
the inner cosmos of who we are.
And then offering what I learn out to the world.
And sometimes that comes out in the form of products
and practices and workout equipment
and supplements like with the company on it
that I started sometimes it's with a podcast
or a poem or a story.
And yeah, that's probably one way to look
at who is Aubrey Marcus.
If you were to draw a circle around all of those products,
the content, the podcast on it,
and your current mission today
through all of the work you're doing,
what is the mission there?
If I had asked you right now,
what is your mission in life?
What would it be?
If you were to ask me, I don't know, 15 years ago,
it would have been just to make a big impact.
I just want to be big.
I want to be big.
My parents were big.
I know I can be big.
I feel it in me.
I feel like there's something big
that's supposed to emerge, right?

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And I was frustrated because nothing was happening.
And so I founded my company and I created on it.
And then things started to get big.
I started my podcast, things started to get big.
I wrote my book, things started to get bigger.
And that was the driving desire, right?
It was actually, and yes,
I wanted it to be for the good of all.
I've always felt very connected to everybody else
and recognize that you sitting across from me right here,
you're just me living a different life, right?
Like we're all part of the same source of life itself.
So I did always have this belief,
like I want to contribute to the greater good of all.
As one of my teachers,
Don Howard said para el bien de todos for the good of all.
So that was always there,
but it was a lot more about me.
It was a lot more about me being big, if I'm being honest.
And now, right now, some of that's removed.
It's like I've accomplished that thing
where it's like Aubrey has made his mark,
but that doesn't even matter anymore.
Now I look out at the whole world
and I say, all right, world,
what do you need and what do you need from Aubrey?
Like what can Aubrey do to help you the most?
Like I hear you, like I know that you're hurting
and I know that you're beautiful,
you're beautiful in every way.
And what can I do to actually serve the world
in the best way possible?
And that's the mission, man.
Do you have an answer to that?
I do, to the best of my knowledge now,
it's a working plan, a working hypothesis.
And obviously one, it starts with the self,
you know, you have to start with yourself.
So we need to recognize how unbelievably powerful we are,
how our thoughts can actually impact our reality.
Now we know this with thousands of placebo studies
showing that the mind can influence
what happens in the body depending on what it thinks.

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But we kind of discard that,
but like what Joe Dispenza is talking about,
like why not use that?
Why not actually understand that our beliefs
can create our reality?
Why not take the position of sovereignty
and use some of the stoic philosophy and say,
well, I don't know if everything happens for a reason,
but I'm gonna make sure it happened for a reason
because I'm gonna learn from anything that happened,
any challenge, any trial, anything,
any way in which I may have been a victim,
I'm gonna use that as something to bring out something
even greater within myself, right?
No matter which way I've acted out, you know,
maybe there's things that you need to apologize for,
maybe there's things you regret, that's fine,
but that doesn't mean that you aren't worthy of love.
And your love shouldn't be conditional
on how successful you are,
how beautiful you are, any of that.
So when you bring in that self-love,
you understand the power of belief
and you really start to,
and then you shift the mindset out of victim consciousness
into I'm a sovereign being,
and yes, there's some gnarly shit that happens,
but I'm gonna use that gnarly shit
as the diamond grindstone for the sword of my soul,
and it's gonna make me stronger
and it's gonna make me sharper.
So step one starts with the self.
And step two?
Let's go.
Step two, community.
I think that we all, you know,
have a deep invitation to reimagine
what community looks like.
Everybody right now is living individual lives,
getting individual amounts of resources,
and then holding on to those tight,
and everything gets really awkward when you go,
you loan a friend some money or you loan this,

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and then they have to go out and do their own job
and make their own little bit of money.
But we've lost this sense that we used to have of tribe,
where the whole tribe, you know,
which was typically somewhere under 150 people
according to Dunbar's number.
And I think that's kind of accurate.
You have your people, your tribe, your community
that you're really working together with.
And I think one of the things that really needs to happen
for both our mental health
and also for the organization is
we gotta get back in touch with community
and make it more of a we thing.
So if I happen to be quite good at making money,
and my sister over here is really good
at singing medicine songs inside the deep, hot black
of a sweat lodge, well,
she could charge a bunch of money for that,
but that's not right.
You want everybody to be able to get the medicine
of an Anipi or a Temescal.
So instead of her having to go out
and then get another job doing some other gig,
and then make her own money,
what if I just shared my money with my sister
and understood that she was offering medicine
to the tribe in a different way?
I was offering the medicine of money in a different way.
And so we get this more holistic group kind of consciousness
where not only, and this is just talking about resources,
resources is only one level.
So resources start to be shared,
mission starts to be shared.
We start to understand what we're doing,
healing together in a group,
mirroring things for each other.
So this feeling that we're all in this together,
I think that's the second step out of,
and there's four, four steps.
What's step three?
Well, step three moves from worrying about just your tribe
to worrying about all mankind.

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Like it opens the field up a lot bigger.
And when you talk about that,
you have to start talking about how can we actually use
our voices, use our influence, use our ideas,
these are stories, stories are really powerful
to actually reshape the narrative
of what culture is right now and tell a different story.
Tell a story that isn't me versus you.
It's me and me, and what are we actually trying to do?
You know, like there's a whole different type of story
that can be told, and it's not what the media,
it's not the story the media likes
because of course when you're afraid
and when you're in this agitated state,
you're gonna get glued to the news,
and I think people need to understand
that there's a lot of money driving a lot of decisions
that are very manipulative to try and keep you in a place
where you're disconnected, disempowered, divided,
and so there needs to be another story
that gets us connected together, unafraid.
We gotta really deal with this collective fear,
this fear that's just whipped around the world
and deal with this collective fear,
and then say, all right, we are one people,
we are one people, and these one people
need to come together for the future of our planet.
Like we have to, and I think there's a lot of fear
about the top-down dystopian control version of that,
where it's like some banker or some elite group of people
somewhere saying, I know what's best for everybody
and I'll just lie to everyone, I'll control them all,
and we'll figure it out, that's not the way.
Everybody, it has to come from the ground up
where people are really communicating with each other,
people are really understanding what's going on
on a larger scale, and what are the things
that you can do to really make a difference?
And to me, I mean, one of the things is just
live a new story, so start living the new story of the self,
live the new story of the community,
and live a new story of your relationship to all humankind.
And by living that new story, that story becomes more real,

and it becomes attractive to people
not living that story.
So instead of trying to attack people
from the other paradigm, just make your story so vibrant,
so full of love, so full of laughter,
so full of erotic charge that everybody is like,
I wanna be in that story, like write me into that,
write me into that movie, that movie looks great,
like I'm done with this shit,
and to do that together, I think,
is the next kind of most important mission.
And step four.
Step four goes all the way to your relationship to God
and the cosmos.
Now, God is a difficult word because there's a lot
of different ways that people have used God
in oftentimes violent ways.
That's not the God I'm talking about.
I'm talking about the all that is, the source,
the infinity of intimacy and love
as one of my teachers, Rabbi Mark Gaffney,
would say, like the infinity of intimacy,
love, eros, life, capital L, life itself.
Right, so getting that relationship with that
and understanding that it matters,
it matters for the trajectory of our own soul's existence
from this life to every other life.
I think one important thing to think about
is that our lives must include our death
in our life story because our life story
is just one part of a larger cosmic story.
And so it's seeing it from this real cosmic perspective,
like what is possible that the earth can contribute
to the understanding of all that is?
What is possible that we can create,
that uniquely as an individual and as a tribe
and as a people and as a planet,
what's the unique gifts that we can offer the cosmos?
So it's just realigning that relationship,
what you might call the superstructure,
which is the ideas, the religions,
the articles of faith that people have
and really kind of clarifying those

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so that people can feel the truth of them.
It's not, believe this because I said so and you're wrong.
It's like, feel this energy.
You may call it this name.
I may call it this name,
but let's see if we can feel the same thing together
and know that it's true and then actually abide
in kind of a cosmic understanding.
You've been on an incredible journey to get to
these sort of four core tenants of your mission today.
I wanna jump back into that story because I think it's,
as I said at the start,
there's a series of dominos that have had to fall
for you to get to this perspective today
and going right back to something you said earlier,
your parents breaking up at two years old.
Was that significant for you in hindsight?
If you look back as an adult,
is that a significant moment?
The ramifications of that were incredibly significant
because it brought in my stepmother, my stepfather
into the constellation of my family.
So there could be very few things
that were more significant than that
because I had four models of parent rather than two.
And with four,
I was able to get a much more well-rounded approach.
Like the difference between my father
and my stepfather were immense.
What were those differences?
Well, my father was an incredibly acute
and attuned intellectual philosopher, a thinker.
He was able to actually analyze a logician.
He was able to analyze the world
in this very kind of philosophical way
and it helped shape my mind in that way.
My stepfather brought that bear energy
of what it is to be a man, the physicality.
He was always the best to play with as a kid too
because of course you wanna play with the bear.
They know how to roll around and laugh and tell stories
and you sit on their shoulders and you go climbing around.
And it's not that either

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both parent didn't have a little bit of that
but they were very different archetypes.
And so my understanding about what it means to be a man
included so many different things.
It included the eloquence of being able to write poetry
and solve problems and play scrabble and play chess.
And it involved also brute force wrestling and playing
and telling stories and standing as a hero
against that which didn't serve.
And so with two models of father,
I got to actually have a much more well-rounded kind of idea
of what it meant to be a man.
Was there lessons that you had to unlearn from that?
Of course, yeah, I mean,
you don't learn just the positive aspects of your parents,
you learn the negative aspects of your parents too.
Those are learned in ways that your mind
can't even comprehend.
So things that my dad was stressed about,
I find myself being stressed about
because it transmitted this kind of general sense
of worry about things.
So I've had to unlearn those aspects of worry.
My father also, you know,
was want to fly into fits of rage at a certain point.
I remember one time,
this is a very important story in my own trajectory.
Because my father, when he would get angry,
he would start, he would just yell, you know,
just like he would just erupt.
And it was early and early after I started on it,
and it was probably 2013, 2014,
and we had a smaller office then,
not the smallest office,
it was the second biggest office that we had.
And I had my own office and I was in there
and I was filming a video
and it was an important video for me to film.
And we had a kind of front desk customer service person
also in the office who was handling emails,
customer service things,
and also handling anybody coming in the door.
Something came up where she started knocking on the door.

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Well, I didn't know it was her that was knocking on the door.
I didn't really know who was knocking on the door.
I was just trying to film a video.
And back then we didn't have a bunch of video editors.
So it wasn't like we weren't able to just stop.
I had to kind of hit it in one take.
You know, we didn't have the tech resources then.
So I'm like five minutes into this take,
I'm killing it and the knock comes.
And then a second knock and then a third knock.
And finally by the third knock,
I couldn't ignore it anymore.
I was throwing me off a mental track
and I just started yelling like, what?
What is it?
What the fuck do you want?
You know, like one of those moments
where I just got really angry.
And then I hear like, I'm sorry.
And I was like, oh man, that was our front desk girl.
It was just a sweetheart, like absolute sweetheart.
Like the sweetest.
And, and I like take a deep breath
and I like open the door and I walk out there
and she's crying in her desk.
In that moment, I realized like,
I'm not gonna do that ever again.
Like I'm not gonna do that shit.
I'm not gonna fly into a fit of rage and hurt somebody.
You know, I like, I won't.
And you can see how much it still affects me, you know,
because that was the point that that pattern broke for me.
And it's not that I haven't gotten mad
since then or whatever, but never like that.
You know, and there's something else in me.
It's like, no, never again, because I saw her
and I saw what I did.
And of course I apologize and,
but that's where I stopped that lineage transmission
and said, it stops with me.
Where did that linear transmission start in your father?
Did you ever figure that out?
Yeah, with this father, you know, I mean,

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I don't know how far it went back.
I mean, I don't have a strong genealogical tree.
I didn't even get to meet either of my grandfathers actually,
but I've heard the stories, you know,
I heard the stories of that.
My dad did the best to kind of shed
as much of the trauma that he could shed.
So he would pass on as little as possible to me.
And he did his best and he was actually the one
that encouraged me to go on my own psychedelic medicine journey
because that was one of the tools that he used
to try and actually change who he is.
So that he could be better for me and be better for the world.
And he did a great job, you know,
compared to the stories of my grandfather to him,
he did an amazing job and it was my job to clean up the rest.
And that's what I'm in the process of doing
is cleaning up the rest so that when I have my son,
Huxley is gonna be his name, you know,
of course, Source willing that we have a child.
I don't wanna pass any of that on.
I just wanna pass the legacy, a new fresh, fresh legacy,
like fresh powder on a mountain, you know, like fresh tracks,
a legacy of love, a legacy of support,
a legacy of like, I'm here son.
And also you're so much more powerful than you think you are.
And let me show you and bring him through
all of the initiations, the sweat lodges,
the cold mountains, like I've climbed with Wim Hof,
when he's old enough, the medicine journeys,
bring him through this path of initiation,
but the whole way, just love, love, love, the whole way,
where that never wavers.
So he's not trying to prove something to me
so that he can get me to love him.
He knows that I love him.
Are you speaking about a younger version of yourself
and your father when you say about that approval?
That approval?
Of course, of course.
Have you got an example of when you realized
that you were following that pattern?
I mean, the examples most of my whole life, right?

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Like, am I doing it right?
Am I doing it right, dad?
You know, am I doing it good enough, dad?
Is it was the subconscious dialogue
that I've been in for a long time.
Now, it was my father first, you know,
so my father was dad.
So Michael Marcus represented that image of dad,
but it would transfer to other people.
It could transfer to a mentor.
It could transfer to a partner.
It could transfer to a boss.
And I would put this kind of approval-seeking desire on them.
They would be the surrogate father,
and I would be trying to show them how good I am.
And then they would love me.
Just like when I scored 25 points in a basketball game,
my dad was all fucking love and happy.
And when I scored, you know, seven points
and had a bad shooting night,
it's not that he didn't love me,
but it felt like he didn't love me
because he was just quiet and sullen.
And I was quiet and sullen,
and all of the love felt like it'd been sucked out of the room,
like a vacuum, right?
So I learned, and that's just one example
of many different ways that I learned
that if you perform well, you're loved,
and if you don't, you're not loved.
What's this ping-pong story?
Yeah.
Well, that was just one of the moments
that my father just flew into rage, you know?
So I was four years old,
and my father was playing ping-pong,
and he missed hit a ball,
hit off the corner of the paddle,
flew up into the stratosphere, basically,
because he was trying to hit a smash,
and I go, home run, I'm just a kid.
And I was like, I thought that was a funny thing to say,
but for my father, he was so locked

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in this intense competition,
which of course didn't matter.
He's not like in the ping-pong world championships.
He was in his house,
and later he started yelling at me
from like, for saying that during his ping-pong match,
because it threw him off his game or whatever it was.
So moments like that really made me kind of aware
to the point of being scared about what I was saying.
And so it gave me, and as I said before,
like one of the stoic mindsets is everything
that happens to you happens for you.
Why did it happen for you?
I look at that story now and say, okay,
at that moment, I realized that I have to be very mindful
of everything I say when I say it,
because there's drastic consequences.
If I don't, what does that make me do?
It makes me a very good listener.
It makes me a very good communicator.
It allows me to understand how my words could be perceived.
What a gift.
That's my superpower.
Thanks, dad.
But it comes with a cost, still superpowers, right?
Of course.
And the cost was, and sometimes still is,
less now, I have to be honest
and not claim a false humility,
but sometimes still is.
But the cost is like, you're not present.
You're not really present if you're thinking all the time
about every different way
that what you say could be perceived by somebody else.
And you're going through these hypothetical scenarios
in your brain about the hypothetical conversations
about if they took that the wrong way,
how you would respond and what you would explain.
It's mentally exhausting and anxious.
And I live so much of my life
playing out a million different scenarios
about every single thing that I said
and how that could be interpreted.

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And as I said, I'm mostly free of that,
but every once in a while, for a text that matters,
I'll look at it and I'll see nine different ways
that that thing could be interpreted the wrong way.
And then I have to manually, like with manual override
of my own consciousness, be like, it's all good.
They know you, they love you.
They're not gonna take any of these different interpretations
and then abandon you or get mad at you
or anything like that.
This process you described starts,
according to all of the therapists
and child trauma experts I've spoken to
with something called awareness.
And that kind of allows you to take on the challenge,
but there's a lot of people that are living unaware
of the puppet master in the back room
that's pulling the strings.
What has made you aware?
I mean, everybody has their own path.
And so I don't want to sound like my path
is my recommendation, my prescription for everybody.
But for me, it's been the psychedelic medicine path.
And psychedelic medicine doesn't have to involve
taking anything.
I think you mentioned that your partner
is a breathwork practitioner.
Breathwork at the highest level is as psychedelic
as anything.
It's incredibly cathartic and magical and visionary even.
I mean, you're actually, there's been some studies
showing that actually in that deep breathing process,
you're producing endogenous levels of DMT, DMT,
which is called the spirit molecule,
which is also the active psychedelic compound in ayahuasca.
It's happening when you breathe.
So there's a lot of different psychotic technologies
that can get you there from sensory deprivation tanks
to sweat lodges to lots of things.
But I have done many and not most
of the plant medicines in the world most
and really experienced a lot of the great lineages
that have had that wisdom and then also started to look

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to see how those lineages can evolve,
how we can use this unique time
where we have access to many different medicines
and access to many different ways of thinking
and psychological technologies
like internal family systems, for example,
which has been paired with psychedelic medicine therapy.
So using all of this and create a new emergent lineage
about how to hold these medicines in a way
that is accretive and actually supportive to our life.
Because for me, that's been the process.
Again, psychonautics, the ability to look inside
and see everything.
As Rumi said, we're not a drop in the ocean,
we're the ocean in a drop.
So if you wanna understand anything about the cosmos,
you can look out at the cosmos
or you can look inside into your inner cosmos with a K.
And that's the way the Greeks spelled it
and say like, okay, what's really on the inside?
What's really on the inside?
And the medicines have helped me do that.
Your first experience with plant medicines
was when you were 18 years old, is that correct?
Yeah, that's right.
You went on a, you call it like a vision.
Is it like a vision mission?
I can't remember the word you used after high school.
Yeah, that was it.
A vision mission.
Yeah, I mean, it's a vision quest,
but there's definitely many traditional ways
to do a vision quest, which involve fasting for four days
with no food, no water.
And that's more of the Lakota style of a vision quest
or the North American First Nations kind of style.
This was more of a medicine vision quest,
which is a little bit different in that
I'm still going on a journey for a vision
and going to a place, but the medicine was actually there
instead of the fasting and the stillness and the silence.
And it's not to say that the medicine is better or worse.
It certainly worked out really well for me,

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but that was the pivotal moment that changed everything.
I actually had a vision of who I actually was.
So that first step of four in my mission was illuminated
where I started to understand the kind of limitlessness
and the undying source of who I actually really am.
I read that in your story,
but then the next sort of 10 years of your life
didn't seem to manifest what I would have assumed
a plant medicine journey would have manifested
in the sense that you described that from 20 onwards,
you were still relatively sort of lost
in seeking approval and partying a lot, drinking a lot.
So there's a, it was interesting
because I had connected to my soul that was all that is,
but myself, the Aubrey still wanted approval,
still wanted to be loved,
still wanted to make his mark, still wanted to be big.
So I was advancing rapidly in the internal kind of dynamics
of understanding who I was,
but externally I was not meeting that criteria
and I couldn't see beyond a reason.
There was not a point where I thought,
well, maybe I don't need this actually.
And actually even now, even after all this work,
it's like, I appreciate that I wanted to really go for it.
I was audacious and I wanted to have a big company
and I wanted to make a big mark.
I wanted to have resources
because resources are now opening up the possibility
for me to really tell different stories,
bring communities together, do the things
that I really want to do.
So I wouldn't have changed it,
but there was a focus on me,
from a kind of egoic identity construct perspective,
being successful.
And that was like the guiding principle
and I was failing at it really.
Like I was failing at it.
I had a marketing company and I kept getting fired
by my different clients and even if I did a good job
and I would start things, it's funny actually.
I smashed my, for those looking,

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I smashed my finger and it was all purple.
So I painted it with my wife's nail polish, which is gray.
So I have one painted nail,
but it's a funny example
because that was one of my failed businesses.
I was gonna start a men's nail polish line
because I saw like Chuck Liddell and my friend Roger Werter,
they were painting their nails.
I was like, yeah, men can paint their nails.
And I started that, it bombed.
There was so many failures and I really thought like,
I'm just never gonna succeed.
I mean, I made a decent living.
I always found a client or always found somebody
that I could get a paycheck from,
but it wasn't happening until it did.
Until it did.
Until it did.
When you think about that moment
and the factors that aligned to make it happen
until it did, what were those factors that aligned?
Or what was it fate?
Was it luck?
Was it something that changed within you?
Was it being more aligned with your own sort of
authentic self?
All of the above, looking back,
I wasn't ready to hold the bigness yet.
I had to kind of like,
sometimes if you have a young stallion
and they're bucking around in their heart,
you gotta run them a little bit.
You gotta run the stallion.
I had to run a little bit.
And my partner at the time, Caitlyn, we were running.
We were partying a lot.
We were out.
I was standing on the speakers and growling.
I was training MMA with the homies.
I was running.
I was running.
And I think I needed to do that.
And at the same time, I was also exploring.

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Exploring in that path is like a non-building experience.
And I had this feeling.
I just had this feeling when I watched Joe Rogan do comedy
and we're talking 2008.
This is not the Joe Rogan of now, right?
Way different thing.
He was the fear factor guy, the UFC commentator,
but the UFC wasn't what it is now, not even close.
But I saw him and I was like, I'm that guy's friend.
I know it.
Like I know we're friends.
And I would meet him after a show
or I'd run into him at a club and I'd be like,
hey man, but nothing would ever stick.
Of course, because I was a fan and he was the guy
and it's very difficult to bridge that gap
in that kind of social construct.
So he started a podcast and I was following when it was like,
oh wow, and that was old Joe Rogan days
back with Brian Redband.
And there was no podcast advertising then.
Again, podcast was in its infancy.
He had no podcast advertisers.
So I had one of my clients and I was like,
look, we should advertise on Joe Rogan's podcast.
We got to do this.
And for those of you who know,
it was the client was fleshlight,
which is a whole other story.
But I was like, Joe, we want to advertise in your podcast.
And he was like, okay, cool.
And it's like, it's fleshlight.
And then his manager team was like,
what the fuck are you doing, Joe?
You can't advertise fleshlight.
He's like, damn right I can't.
I don't want anybody to take me so seriously
that I can't advertise for this thing.
And so-
Which is a sex toy for anybody that doesn't-
Yeah, it's a sex toy for men.
But what I stipulated in that was like, all right,
yeah, we're totally down.

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We'll be your podcast sponsor.
I just want to meet you for 30 minutes for coffee
and then we'll close the deal.
And that was really honestly the play.
It was a strategy.
Now I was tested.
I was tested in that moment because at that point
I was friends with Bodie Miller,
who was the best skier in the world, arguably.
At that point he'd won multiple world championships.
He hadn't won the gold medal yet,
which he eventually won in Vancouver,
but he was the best skier in the world.
And he was going to the Kentucky Derby.
And Bodie going to the Kentucky Derby is a big deal.
He gets to go with all of the, you know, the big dogs.
And it's a huge party.
And Bodie was, at that point, my best friend.
And the Kentucky Derby happened to be exactly at the time
where Joe Rogan said, I can meet you 30 minutes for coffee.
So I had a choice.
I could either say, yeah, I fucked the coffee.
We'll just advertise.
And I'll go to the Derby,
which old me would have been like Derby, Derby, let's go.
Let's party, you know, the stallion that wanted to run.
But there was some knowledge inside me that, no,
this coffee with Joe Rogan is important.
And I'm going to skip the whole Derby party.
And I'm going to just meet this man for coffee.
And I met him for coffee and the coffee turned into dinner.
And then that dinner turned into a friendship.
And that turned into him having me on his podcast.
And then a friendship developed.
And out of that friendship developed really,
I was starting a supplement company, developed on it,
as we know it now, Joe Rogan as my partner.
And then the combination of, again,
going back to my parents, my stepmother had a deep knowledge
of nutraceuticals that actually could functionally
impact performance.
She worked with basketball teams.
So she had athletic performance supplements,

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cognitive performance supplements.
And I was used to that concept.
So with her help and with all of the scientific research
I could put together a formula.
I knew how to market because I'd marketed things.
And then Joe Rogan was my partner.
And so we had a way to get that out.
We had a way to let people know.
So I raised \$110,000.
I got \$50,000 from a kind of family friend
that I'd worked with and with different clients
and done some public relations work with.
And I had Bodhi, my friend, who so one gave \$50,000,
the other gave \$60,000, and that was the start of on it.
Is that money right there?
And I basically blew through and wasted all of that.
And then I went to Joe and I said, hey, man,
like what supplement would you like the most?
He's like, ah, man, I'd like an all natural new tropic
that really worked, a new tropic being a cognitive answer.
And I was like, you know what, Joe,
I'm gonna make the best one that's ever been made.
He's like, all right, man.
And I went to work and I did it.
And I formulated with all of that help
the supplement that was AlphaBrain.
And with AlphaBrain, then sent it to Joe
and Joe was like, man, this is amazing.
It was actually way too strong at that point.
It was like, it was like, it was gnarly,
but Joe's a beast, you know, he's like, he's a savage.
So at that moment, then we kind of knew we had something.
So I dialed down the formula, got it right.
And when all of that came together
and we launched AlphaBrain, it just clicked.
We sold out of that product in 12 hours.
We had the next batch going.
And the only reason I had the money
to even buy the first batch was because there was
net 30 credit terms on my purchase order.
So actually we could receive the product
and not have to pay for 30 days.
So I didn't even have the money to pay in 30 days

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unless I sold it, right?

But we sold it in 12 hours.

And then there was another order on the back of that.

So I was actually sold through two orders

before I even had to pay the first purchase order.

So we grew on it from literally nothing at that point

other than the resources that we'd applied

to having a website and having a shopping cart, et cetera.

And that was it.

It was a rocket ship from there.

And also, you know, being on Joe Rogan's podcast,

people started to be aware of my ideas and my philosophies

and these other things that I'd been developing

over all of these years in between all of the partying

that I was doing and all of the other stuff.

And at that moment, I started to have a stage

and a platform and started to build a kingdom.

When you say it grew like a rocket ship

to close off that story, can you quantify that in some way
for people that are listening?

From that first launch moment to where it ended up
getting acquired by Unilever, I believe.

Yeah.

Yeah.

When you say rocket ship, what do you mean?

So 2010 on it was founded by me

and with the investment from those two individuals
that I mentioned, Bodhi and Howard.

And we sold a little bit, but we had a lot of inventory.

We couldn't sell it and we were failing.

It was another failed business,

just like my men's nail polish company
was going down into the dirt.

And then at that moment with the AlphaBrain product,

we put that on sale and then from there,

we could barely keep it in stock.

We were just selling through as much as we could have.

And then we developed other supplements that went.

And we went from, I mean, we were an Inc. 500

fastest growing company over the next four years

because we actually went from zero to,

I don't know what the first year was.

I don't have all the numbers,

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but imagine like 12 million, 24 million, 34, 35 million, 45 million. Then we kind of leveled out around 60 million in annual revenue for a while. And then we had some real trials and tribulations and a lot of deep tests at that point to get us to the level where eventually in 2021, we were able to sell the company to Unilever and have a huge exit, which has now given me an amazing blessing of abundance of resources. And one of the coolest parts about that is so many people in my life, talking about community again, so many people in my life got little pieces of the company, like my friend, McCod Brooks, who's now an actor on Law & Order. He was an actor in True Blood back then. I was like, yeah, man, you can have 10,000 shares. Come on, just talk about this. I was giving out equity like candy. I was like, I love you, man, here's some shares. And then all of a sudden, all of those shares turned into huge amounts of wealth for so many people. And that was such a beautiful thing, not only for me, not only for Joe, but for everybody. That was everybody that was around me that I was giving a little piece of this equity to for on it, to build that energy. Everybody, everybody won. It was like being on this gigantic 100-person craps table of everybody you love and everybody wins and the casino just empties out the bank and we all go home and we're like, wow, we did it. And in the meantime, we made great products. We inspired people. We got people to, our concept was total human optimization. We got people to actually get back in touch with this idea that you can be a little bit better tomorrow than you are today. And so every step of the way, it was something beautiful. And then the payoff was beautiful. It's just an absolute dream, man. And doesn't mean that I didn't live my own little nightmares

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of fear and anxiety and worry and stress
and mistakes all through the process,
but looking back now, holy shit, what an unbelievable,
I mean, I couldn't have designed a fantasy better.
There's gonna be people listening to this who are,
the version of you at the start of that roller coaster.
Yeah.
What would you say to those people?
Cause I mean, a lot of our listenership
are exactly that person.
They have an idea that they're pursuing a dream.
They may be for the wrong or the right reasons.
I mean, who am I to define what either of those are,
but what would you say to them in order to prepare them
for that roller coaster?
You have to see it.
You have to see, really see it.
Like see it with clear eyes,
not with the deluded eyes of hope
and not with the shrouded eyes of fear,
but really see what's possible.
I think people always ask me the question,
like, can you believe what happened with on it?
And I was like, of course I can believe
what happened with on it.
If I didn't believe that it could happen,
it wouldn't have happened.
You know, it's the funniest thing.
Can you believe it?
I was like, yeah, I can believe it.
Of course I can believe it.
If I didn't believe it, it wouldn't have happened.
So the first most important step is you really have to see it
and you have to see it realistically.
And to see it realistically,
you have to look at how difficult it is out there.
You know, I mean, I meet so many people like,
yeah, I'm gonna start this clothing brand.
I'm like, and I've been, you know,
done a few things with different clothes
and that's a hard business.
It's a hard, it's a grind.
That's difficult, but you can do it,

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but you have to see it
and you have to see the field correctly.
You have to see the competition.
You have to see how challenging the market is
and actually see how you're going to elevate above that.
And when you can really see it,
then you can make it happen,
but it depends on how accurate your site is.
So you have to see accurately, have the discretion.
And then once that's there, you have to go all in,
like push all your chips in.
When you see it, push all your chips in, focus,
and turn all of that energy into a single point
and push forward with everything you got.
Okay, so see it.
A few thoughts sprang to mind
when you said it talked about seeing it.
So the first one is what role does seeing it play?
Cause you talked about the adversity.
You kind of like glossed over the adversity of that journey.
And I think part of the reason I started this podcast
in the first place was because I think the adversity matters
just as much as the eventual achievement.
And obviously because of the way that the media works
and the way we tell our stories,
we focus a bit more on the achievement.
But what role does seeing it play
in being able to grace those hurdles
as and when they inevitably come?
Well, the first one is to see it
actually being successful, right?
And I saw, I could see that vision.
And even as it was happening, it was still,
there was still some part of me that was like,
wow, it's really actually coming true.
Cause I'd seen it before.
I saw the nail polish company successful too.
I just didn't see it accurately.
I didn't see the market.
I didn't see the idea that this was going to be
a very difficult thing to actually convince people was cool
and that people would be like,
why buy your nail polish when I just get any nail polish?

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I didn't really see it right.
And with on it, I saw it right.
And I had the right people and with the right team.
So seeing it into success is important.
And then what you're going to encounter
is a lot of things that you didn't see.
And that's where the adversity comes.
I didn't see that coming.
I didn't see that coming.
We had a security breach and on it,
was one of the early days, 2013, 2014,
when that was happening to a lot of different companies.
I think I remember Target had a big one
and it was found out and then Target was like,
oh yeah, yeah, this happened.
And sorry about that.
People got access to credit cards.
That happened to us.
And there was a choice point
and it felt like everything was going to be ruined
because we got hacked.
Somebody got access to our customer data.
We didn't have the right firewalls
and all the right cybersecurity.
I mean, I thought we did, but we didn't obviously.
And there was a choice point.
Nobody else externally discovered it.
We discovered it internally.
We fixed it.
And we could have just kind of crossed our fingers
and hoped that nothing happened.
But I made a different choice.
And in that choice,
I just said, I got to tell everybody.
So I just sent out an email.
I was like, look, y'all, I'm so sorry.
Like this is on us.
We didn't have the right security.
We got hacked and your information was compromised
and we're so sorry.
And here's a discount code for any on it products
that you want and like our deepest apologies
for any inconveniences may have caused

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if you have to cancel your card or whatever I understand.
And I just came out really authentically and honestly.
And that ended up being one of like these powerful moments
where instead of the whole customer base
turning against our company,
I mean, like these losers
can't even secure our credit cards or whatever.
They actually trusted our company and trusted me more
because of just how authentically I shared about that story.
So that's one version of adversity
that comes from those things that those monsters
that come from the grass that were slithering around
or hiding in the tall grass that you don't see.
And then all of a sudden you have to confront them
and it's gonna be about how you deal
with those things that you didn't see.
And are you guided by that?
Again, that superstructure that I talked about,
those principles of if you or me living a different life,
what would I want me to receive?
I would want honesty, just somebody to be honest
and be like, yeah, we fucked up and we're sorry.
And this is the best we can do.
And that was kind of the guiding principle
is I was bound by this value structure.
And the value structure was the kind of the guiding light
through all of it and it worked.
When you said about seeing it,
one of the things that came to mind as well
was when you can see the competitive landscape,
often that's incredibly intimidating.
There's entrepreneurs often talk about
how being a little bit delusional and naive
is actually a driving force.
And were they to know how difficult it actually was?
Like where entrepreneurs to have seen
your hardest, darkest days, they might not have bothered.
So my second question here is about seeing it is,
what would you say to an entrepreneur
that's starting a business maybe in the same field
as on it was that's looking out and thinking,
oh my God, but there's already loads of competitors
and Aubrey did this and Joe did that.

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Like I've got this idea,
but there's so many competitors I just won't bother.
Cause I'm sure when you started,
there was a big competitive landscape.
Sure.
It gets more and more difficult all the time.
And it's about can you get the right pieces
of the puzzle together, the right product,
the right energy behind it, the right ethos,
the right experience,
something that's actually better than the field.
I mean, when you're talking about this landscape,
you're talking about one of the beauties
of this capitalist model is you're open
to radical competition.
And that's what drives the evolution.
So you have to know that you're a little bit better.
You're a little bit better than everybody else.
And if you're able to show that in all of the ways
that you're a little bit better,
you'll be able to make it through.
And yes, you're still gonna receive immense challenges.
Now there's gonna be times that security breach
was just one of many.
We had another moment where we made a huge mistake.
We thought we were getting an investment.
We distributed all of our cash.
We had zero money in the bank.
The investment didn't happen.
And then so we had all of these accounts payable,
no money in the bank.
And we called it cashpocalypse at that point.
Our CFO just looked at us, said we're bankrupt
in 30 days, I'm leaving.
What?
Walked out of the room, walked out of the room.
I was like, all right.
And then our COO who ended up becoming the CEO
when I stepped down in 2020, right before,
like a year before the sale, he guided us through.
And we made it.
And we made it because of the relationships
that we'd held with honesty and with good faith

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with everybody.

We weren't playing games with anybody.

So they trusted us.

We were like, hey, we're in a really tight spot.

But if you trust us and you allow us to pay late,
you extend our terms from net 30, net to net 60 to net 90,
maybe net 120, we're gonna pay you in four months
for the products that you're delivering.

And they believed in us, they backed us.

And that was what got us through that moment.

So.

That's the CFO that walked out.

Yeah.

He made a big mistake in hindsight.

He made a big mistake.

He had also, he had an equity position.

He had options that he, you know, forfeited.

Whoops.

Whoops.

You know, our current CEO, our current CEO,

I mean, not current CEO, the CEO that emerged, Jason Havy.

He, he couldn't, he's such a sweet guy,
but he couldn't help but send on the anniversary of that day
where the CFO walked out and,
and just told us straight up that we were,
we were gonna be out of business for the next couple of years
on that anniversary, we'd be like,
hey, how's it going?

We're still here.

Just set up a tax.

Oh, wow.

Wow.

I mean, some people, that's, that's natural selection of life.

There's some people in the hardest times they bail, right?

Right.

Therefore, they aren't deserving of those kind of good,
good moments.

Exactly.

Per se.

You left in 2020.

Mm-hmm.

I don't see a huge desire from you,
from looking at what you're doing now

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to get in, get back in bed in that same kind of industry,
doing the same kind of thing.

Is that accurate?

And if so, why?

The, my desire to be a CEO is not really there.

My desire to be this kind of visionary founder is there.

So you imagine someone like Richard Branson
and it's certain he's really not actually running
any of the companies that he's running, running, owning.

He's just kind of guiding them.

And I am very interested in continuing to guide

different projects and different brands,

but I want really competent operators

to really start to navigate.

Now, I may end up actually working with the CEO

that Jason Havy, who was with on it for 10 years,

he transitioned out, so he's now no longer there.

And so we make team back up,

get the Avengers back together

and put a few other brands back on the table.

And the reason for that is because they're great products,

again, that are doing really important things.

Like I want to do important things.

And the resources that will allow us to kind of accumulate

can then be applied to really great projects

that can benefit, again,

para el bien de todos, for the good of all.

So yeah, I mean, I'm still in the game,

but I'm just doing it at a different level.

I'm not going to be the guy who's pouring over the PNLs,

who's chasing down purchase orders,

but I am the guy who can go out and meet the key allies,

put the pieces of the puzzle together,

share the voice and the kind of idea

of why these products are important.

And so that's gonna be,

there's gonna be another kind of reload and birth

of a new kind of wave of things that'll come out.

And there's also, but there's so many other things.

Now, I'm going in many different directions.

Of course, there's the podcast,

there's the book that I'm working on

and other books that are planned after that.

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There's media and documentaries that I'm making
and there's stories I want to tell
and there's a lot of different things that I'm doing,
but I'm just at a level and a purview
where I have a lot of competent operators
that are helping execute on all of these different visions.
Ladies and gentlemen, I am so delighted
to finally be able to announce
that one of my all-time favorite brands
and now sponsoring this podcast, and that is Woop.
All of you know that I've been on a bit of a journey
in terms of health, performance, cognitive performance,
sleep and all those kinds of things.
That's kind of been reflected
in the guests we've had on this podcast.
And Woop has been a huge part of my life
for many, many, many years.
That's part of the reason I also had the founder
come on the podcast.
After having Will on the podcast,
I love the brand even more.
Hearing about his vision, his passion for the project,
where it came from, his own obsession
was solving a problem which turned into the product
that is Woop.
Woop is a wearable health and fitness coach
that provides you with the feedback
and real actionable insights into sleep, into recovery,
into how you're training, into your stress levels
and your overall health.
And for me, it's empowered me to be the best version
of myself across all of those aspects of my life.
The Woop team have very kindly offered
to give all of you a free month.
So just head to join.woop.com slash CEO
to claim your device and your first free month on us.
You know, I never really usually pick
the chocolate flavored heels.
My favorite are the banana flavor.
I love the salted caramel flavor.
But recently, I think I in part blame Jack in my team
who is obsessed with the chocolate flavor heels.
I've started drinking the chocolate flavor heels

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for the first time and I absolutely love them.
My life means that I sometimes disregard my diet.
And it's funny, that's part of the reason
why I've had a lot of guests on this podcast recently
that talk about diet and health and those kinds of things.
Because I am trying to make an active effort
to be more healthy, to lose a little bit of weight as well,
but to be more healthy.
And the role that he'll plays in my life
is it means that in those moments
where sometimes I might reach for, you know, junk foods,
having an option that is nutritionally complete,
that is high in fiber, that is incredibly high in protein,
that has all the vitamins and minerals that my body needs,
within arms reach that I can consume on the go
is where he'll has been a game changer for me.
Love, let's talk about love then.
I often wonder, you know, we learn our models of love
and relationships very early and I've talked a lot about
how I learned my model of love,
the good and the bad, the ugly of it,
and how I was very much an avoidant
in terms of my attachment style,
I would run from everyone that had any interest in me.
I'd pursue someone and then when they showed interest in me,
I'd run.
And I was like mimicking some like deep model
that I learned that relationships mean you're in prison.
Basically the like, the narrative I'd learn
because my father, I was, I think,
subconsciously convinced he was in prison in his relationship.
So it took me a lot of awareness and unpacking
to like realize that to the point
where as I sit here today, I'm in a great relationship.
Obviously it has a lot of the same, you know,
natural imperfections as any relationship,
but one that I think is the most special thing
I've ever experienced in my life.
What's your journey been like with love?
You have a unique point to your story,
which you know I'm gonna talk about.
Yeah.
Because I know a lot of people ask you about it,

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which is, I don't even know what the correct term is.

Polyamory.

Polyamory.

I always say polygamy.

I don't know why I say that.

Well, that would be multiple wives.

Okay. Polyamory is multiple loves.

So yeah, my journey with love was interesting because, you know, again, I had my first major partnership was with someone who's now my best friend and also the best man quote of my wedding with my wife is was my former fiancé, Caitlin.

And we had a relationship where it was not polyamory, it was not polyamory,

but however, we could bring other female lovers into our equation, right?

Into our female lovers.

Right.

So other girls could, we could have sexual experiences with other women.

And so that gave me kind of this release valve to my desires because I simply, again, I was bound by these kind of feelings of value and this feeling of anybody who I'm with is me living a different life.

So I can't cheat.

You know, there was one moment where I did actually cheat one time in my life and it was so miserable.

The feeling that I felt when I cheated on my partner, like that one time I was like, I just cannot do this.

And I see, and again, no judgment, you know, but I see so many successful and powerful men who are unfaithful to their partners.

And to me, that's like going and skirting around the problem and just creating a whole bunch more problems.

And it's also, it's actually legitimately unethical, right?

Like you're manipulating somebody.

You're lying to them.

You're not telling the truth.

And so after that one experience of feeling how just awful I felt when I actually cheated on it was the story

I was in Moscow, blah, blah, blah,

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it doesn't fucking matter.
Like fundamentally, I was like, this, I will not do this.
Like this cannot be the way.
And so in that relationship,
the ability for us to have other lovers that were female,
then it kind of satisfied that desire.
Although the problem was,
is that I was still always kind of searching for that.
And it was, it wasn't quite right at that point for me
at that stage of my young stallion life, right?
Wasn't quite right, but it was beautiful.
And we had a beautiful relationship and I love Caitlyn.
And I love that relationship so much.
But ultimately, I was, you know, that wasn't working out.
She didn't feel like she was going to be the queen
that was going to help me build my empire.
You know, she's a wild and magical woman,
but she wasn't kind of that warrior queen focused energy
that I was really looking for.
And then Whitney came along,
who is my next most significant partner.
And I saw that in her and I was like,
aha, I think this is the one that can be with me,
be by my side as I build on it
to what it's going to become.
And I step forward in the world.
She's got the, she's got the right stuff for that.
So we started a relationship just purely monogamous.
No other partner is nothing else.
That lasted about 18 months.
And I still felt this strong desire to be with other women
to experience the goddess in many different faces.
And I've never been any, been the type
that just wants to have sex with somebody
because that makes me feel good about myself.
No, I legitimately love women.
Like I love them.
I'm like, it's the greatest delight for me
to be with a woman, you know?
And so I had that natural desire.
I wasn't willing to be unfaithful and cheat.
So I went to Whitney and I said, hey, I have this idea.
What about, I still want to be with you,

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but I think I need to be polyamorous.
And I know that for this to be fair,
that means that you get to see anybody you want to.
So if I get to do it, you get to do it.
Unlike, you know, in the former relationship
with Caitlyn, I would have been so jealous and be like,
no men ever, never under any circumstances.
I'm the lion, you know, like I had these old,
old other kind of constructs and ideas
thanks to, you know, it was really the book,
Sex at Dawn by, you know, by Chris Ryan
that actually opened my mind to this idea
that there is a different concept
that different tribes have utilized throughout history
where we didn't have this possessive kind of jealous idea
about what it means to have a partner,
that we were open to having, you know,
having your partner have multiple loves.
And I understood philosophically that our love is like the sun.
Like it's shining on all of these different places
and to have somebody be like, your sunlight,
your erotic sunlight can only shine on me.
I was like, this is absurd.
Doesn't make any sense to me.
So philosophically, it didn't make sense.
And I had my own desires.
So I said, all right, let's be polyamorous.
And I thought that I would be okay with Whitney
seeing other people.
I thought I was gonna,
I thought I was gonna breeze through
because I had a girlfriend first.
So Whitney, after a period of three months,
first she was like, you know, you're out of your mind.
Go fuck yourself, I'm out.
I was like, that sucks, but I understand your decision.
I'm not gonna change my decision.
It's the way forward.
A few months later, she came back.
She's like, all right, let's try this.
And I was already involved with somebody else.
So I had a girlfriend and then Whitney
was still my primary partner.

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So that was the constellation.
Primary partner is Whitney.
She lived with me.
And then girlfriend, who I would go meet
at a different, meet at her house
or meet at a different place
and then have my own experiences with that partner.
And then when Whitney, you know,
and I really didn't have the understanding
of how hard this would be on the other side.
I thought like, yeah, it'll be easy.
Like I philosophically understood it.
Then Whitney got her first partner.
And I cannot describe to you the feeling
that I felt when Whitney had her first lover.
It was, it broke me.
It absolutely broke me.
Even though I had agreed to it,
even though I had acted on it on my end,
when she was with somebody else,
I felt like I was gonna vomit, cry.
I wanted to punch a wall.
I wanted to just, I couldn't, I couldn't even handle it.
And I also felt so ashamed
for the fact that I had no,
like very little compassion for her
having gone through this
because I hadn't gone through it yet.
And it was a really challenging kind of moment.
And of course, what did I do?
You know, whoever her partner was,
I tried to like be better than them
at whatever they were good at.
And at one point, you know,
Whitney was with a professional fighter
and I was like, I'll be a good fighter.
And I was like, how stupid.
Like she doesn't love me because I'm a fighter.
She loves me because I'm me.
And that was one of the really powerful lessons
that polyamory taught me is
you can't try to compete in somebody else's strength.
You just have to compete to be the best version of you.

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And every time I would try to be like somebody else,
I would become less attractive in her eyes.
And that's, that was really a deep lesson.
But for eight years, we did the polyamory thing.
You know, we had our moments where we were off and on
and we'd have little breakups
and little issues that would come up.
But we both were free to see who we wanted to see
and be with whoever we wanted to be with
with the understanding that we were primary partners.
This had so many challenges and moments
where every different boundary that we thought we had,
well, all right, you can be with them
but you can't be in love with them.
Whoops, I fell in love with somebody.
And then whoops, Whitney fell in love with somebody.
And so that didn't work.
So we're like, okay, I guess we're able to really be
in love with somebody.
But then if you're in love with somebody,
then you want to spend, you know,
and that energy is so strong
at the technical term is limerence.
It's that new relationship energy
where you're just intoxicated with somebody.
Well, you want to be with them more.
And then the primary partnership doesn't make any sense
because the person can feel
that you'd rather be with somebody else.
And it was just, it was very, very challenging
and also very, very beautiful.
You know, the, the paramours that I had
and a paramour is the term
for the other partners you have
outside of your primary partner.
I had unbelievably beautiful relationships with them
and magical, amazing moments
and magical moments with Whitney.
You know, there was so much energy
and passion and drama in that, in that period.
But it was honest.
You know, the thing about it was,
is that it was honest.

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We told each other everything,
you know, everything that happened.
We told each other the truth.
There was little pockets of withholding
where we didn't express exactly how we felt.
But every little minute dishonesty
would get exacerbated into a massive, massive issue
because there was so much pressure in the system
because of the natural emotions of jealousy
and, and you know, worrying about whether
our, my partner really loved me the most.
And, and that was a really beautiful
and deeply challenging experience.
And finally, you know, at the end,
I kind of, I kind of was like, I can do this,
but I didn't master it.
It was always, it was, it always got the best of me.
I was never really fully ever okay
with her seeing other people.
I was okay with me seeing other people and loving her,
but I could never quite do it.
I wasn't up to the task.
And that doesn't mean that somebody else can't be.
I just, I gave it my best and with all of my tools,
all of my consciousness, all of my love,
I couldn't do it.
And so with that knowledge, then, you know,
I met, of course I met Vilana and Vilana,
like, you know, immediately I'd been in love with her
for a little while and, and we could tell that story
if we liked, but I'd been through the polyamory journey.
So when I met Vilana, I was like, I'm not doing that again.
You know, I'm not doing that again.
Do you know anybody that's made that work?
Thank you.
For a time.
And the thing is, is I think it's a journey of growth
and it's a journey of transformation and evolution.
When things are stagnant or stuck,
it may be an opportunity to get things moving.
I think I would rather have the ups and downs,
the brisk wind, the floating into the,
into the twilight sunsets of just glorious,

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beautiful experiences.

And then the card crashes into the rocky crags
where it's all blood and broken glass everywhere,
you know, metaphorically, of course.

I kind of, my poet's heart kind of likes that more
than just kind of steady board diminishment of life force.

There's no energy.

There's no charge there.

That never, that doesn't really appeal to me.

So polyamory is one of the ways
that you can really drive a lot of energy
and a lot of growth and a lot of introspection
and a lot of, a lot of evolution of your own character
through that process.

So has anybody made it work longterm?

It's rare.

And I don't think I have a good model for it
because I think part of the problem is,
is that the culture doesn't really support that yet.

And I don't think our consciousness has evolved
to a level where we can handle it.

We don't have models for it.

We have models of jealousy.

It's in all of our songs.

It's in all of our, it's everywhere.

It's like we're flying again.

We're going upstream against the cultural zeitgeist.

So if culture changes, if society changes,

I think that will become more possible.

It's of course, some people are doing it
and they're making it work.

I haven't seen it personally,
really work on like a longterm level.

But I think it's just because the culture
hasn't blossomed for that to really be possible.

I've often pondered if there's some kind of like
evolutionary Darwinistic reason why it doesn't work.

And it would make sense from a Darwinistic perspective
that I want my seed to pass on
and I want my genes to survive.

So if there's another man with my partner, for example,
then that's going to evolve me out of the gene pool.

So there's got to be some kind of, you know,

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one would assume there's some kind of inbuilt in a mechanism, cool jealousy to prevent that happening.

Yeah, and there's also the genetic impulse to actually,

I mean, again, we're having sex,

but the impulse is to reproduce, right?

That's where it's coming from.

So yes, there's somebody actually sleeping with your partner, but you're sleeping with many other people too.

So you're still genetically, you know, giving the opportunity to actually fertilize, you know, many different people.

So there is genetic support,

I think from like an evolutionary biology perspective to this concept, right?

But really to make it work,

we got to go back to that level two

that we talked about earlier, which is community,

which is tribe,

because if it's for the good of the tribe,

then it doesn't matter if it's your genetic DNA.

It's like, will this be the best situation for the tribe?

And if the tribe is in love, the tribe is thriving,

the tribe has energy, the tribe has that life force,

that then that's a creative to the overall mission,

but without that kind of tribe level understanding,

then perhaps even that humankind level understanding,

you can't actually, I don't think you can make it work.

I was reflecting as you were saying that about the tribe

on various cult documentaries I've watched,

where there's still jealousy, you know?

Even though they're a unit, they're one big family.

Of course.

You still see that jealousy throughout.

I think that jealousy is less like

about evolutionary biology and more about the ego.

The ego knows itself in relative position.

It's a construct that we create

to help navigate our life and our body and our soul.

And so it's this idea, it's a story about who we are.

And that story about who we are,

we only know how good we are compared to somebody else.

It's like, are you a good ping pong player?

Well, that depends.

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Who am I playing?

You know, like if I'm out with my mates,

yeah, I'm a fucking good ping pong player.

If I'm going to a tournament, I'm the worst.

So you know yourself in relative position to the context.

And that's the problem.

In this kind of polyamorous dynamic,

there's always this thing of this person's getting loved more

or there's more attention here,

or you're comparing all of these different aspects

and attributes.

And so until you can actually observe

that ego identity construct from a witness perspective,

then you really can't escape the trappings

of comparing yourself and comparing your situation

to somebody else's situation.

Violana.

Oh yeah.

Violana?

Violana.

Your face lights up when you say her name.

Yeah.

Why is that?

What does she mean to you?

I didn't know that I could love somebody like this.

I didn't think it was really possible.

I thought it would be like a,

I thought there'd always be kind of like,

yeah, this is good enough, this will work.

You know, like we'll make this work

and we'll find the situation that'll make it work.

But with Violana, it's like, no, no,

like I love you so much.

I wouldn't change a thing about you, like,

and it's this crazy thing that sounds like,

it sounds unbelievable.

It doesn't sound like it's believable.

It doesn't even sound credible.

And I don't even know if it's reproducible.

I can't say that everybody out there, you got your Violana.

I wish I could go with a straight face and say like,

there's your Violana out there.

And for Violanas out there, there's your Aubrey out there.

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And I know it.
I don't know.
I think maybe I'm really lucky.
I don't know.
But it's like, we met, you know, and I could feel it
and I could feel it and she couldn't see it for a long time
but I could always see it.
I didn't know, but I could see this possibility.
And when we got together,
I mean, I had bought the wedding ring
before we actually even had sex.
You know, I mean, if you follow the story closely,
there was a kind of experience at Burning Man, et cetera.
But really, but really though, like I just knew
I could feel it and I knew it.
And I knew she was my queen.
I just knew it and she is in every way.
She's the perfect compliment to me.
And it's not that, you know, the Jerry McGuire,
you complete me.
No, we're two complete beings of different skills,
attributes, polarities, energies,
emotionalities, sexualities, but we merge together.
And together we're just so much more
and life is so much more beautiful.
It's a dream, man.
It's a dream and there's no compromise.
There's no compromise at all.
And that's what all the, you know, you go to a wedding
and you know, all the old timers would be like,
yeah, you got to learn to compromise
and you're gonna have to pick your battles and blah, blah.
It's like, no, no, what about no?
What about no?
What about just, it's fucking incredible
and you're in it together.
And I think one of the reasons why we're able to be that
is cause we're willing to go into the deep together.
If there's something that we can't resolve,
then we have tools.
And again, the plant medicine journey,
like we'll go deep, we'll go, you know,
multiple times we've drank ayahuasca together

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and big things that were brewing come to the surface
and erupt, you know, like a giant volcano.
And then we have to sort out all the magma
and all the pieces that'll come up,
but we'll keep going back in, going into the deep,
not looking away from everything.
And with that attitude, we're just cleaning,
cleaning the connection and the intimacy between us
all the time.

When you look back in hindsight,
cause I'm thinking for myself,
but I'm also thinking for the person
that's listening to this, timing plays a role.
And when I say timing, I actually mean the timing
of your growth journey, kind of crossing theirs.
Yeah.

So like, had you met Violana 10 years earlier?
Yeah.

One would assume maybe.

Yeah, no, it wouldn't have worked.

What was, when you reflect in hindsight,
what was the work that you kind of needed to do
to be ready to receive a Violana?

Well, the stallion had to run.

The stallion had to run, step one.

I needed to run.

I needed to be, I needed to experience myself
and have myself reflected in the hearts
of other people who I really loved.

And I think people think of the stallion running,
you think of just having a bunch of one night stands
and who fucking cares?

Well, like you really care that much
about that particular type of pleasure you get
in your genitals.

No, you're caring about it because it's your ego.

Cause somehow that makes you like collecting trophies.

That's all bullshit.

But what I really, what I needed was to see myself
reflected in other people and to know like,
what my impact could be on someone's heart
and what their impact could be on my heart.

You know, and that's why I have so much love

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for all of my Paramores and for Whitney
for allowing that journey, particularly in that period.
You know, Stephanie and Savannah and Lorena,
all of the different people that I was with
and all of the other names that are not mentioned in that,
you're in there too, right?
Because there was moments that elicited some aspect of me,
some quality that came online, came alive.
And I was able to help something come alive in them.
It was so beautiful.
And I think that chapter of my life needed to happen.
It needed to happen.
So I could say, I've done this.
I've seen myself reflected in all
of these different partnerships.
And now I'm ready to devote that energy to you,
Phailana, because I've really,
I've felt what this is really like.
So that's I think step one of, you know,
a mini step journey.
Is there a piece of work as well around,
I guess that's maybe adjacent
or attached to what you've just said,
but learning how to control one's emotions.
You talked earlier on about anger and snapping.
And the thing in relationships is,
if you haven't got control of that,
the relationship's not gonna last.
Especially in, you know, I think of myself, you know,
the ego I had in my young years,
and I still have an ego now, of course,
I'm not gonna pretend I don't.
But I was the type of person that would just get up and go.
So if there was any conflict,
again, going back to what I said about my father,
feeling like he was in prison, I would be out of there.
And that was my response to conflict.
It was just, let's get up and go.
So was there a piece of work that had to be done
to learn how to become a master of like,
or to get better at conflict resolution
from an emotional standpoint?
The emotions will come like a wave.

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And the Buddhists, they call that the moment of trigger where you get hooked, they call it Shempa. And then this desire to actually take that energy and then, you know, flood it onto another person. And it's very difficult, it's very difficult to stop that from happening. And so, but you can with awareness, you can feel it coming, and then you can start to develop your, you know, the right, the processes and practices about what to do. I have two really dear friends, Christine Hasler and Stefano Safandos, and they just led a workshop at our Fit for Service Summit. And they talked about one of their conflict resolution techniques, because he had that type of anger that would come up and that would be, and she would then withdraw and get small, and they had this dynamic. What they developed was he actually goes into the plow stretch position, where he puts his legs over his head when he's in that angry state. And they actually, once soon as he gets angry, that's their agreement, that he's gonna go into that position, and if he's gonna yell at her, he's gonna have to yell at her from between his own legs through his own ass, basically. You know? So like, they developed this method that they'd literally use. And there's some of the most conscious people there, you know, there, but they have a strategy, they have a practice. And so, Vilana and I have developed our own practices, but I would say the most important thing beyond the practices that you can do like that, some of the practices we have is like, there's, you know, we can say like a magic word that'll be like, all right, when you say this word, this level of conversation is like, is the pure level. Like we can't, we can't fuck around anymore. Like this word, now we enter a new parlay.

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It's like the pirates when they're all shooting each other,
and they're like, parlay!
And then they go and they're like,
all right, let's talk this out a little bit.
Okay, so you're like stepping outside of it.
Right, so we'll have like, we'll have a construct,
we'll be like basically called parlay,
and then we'll be able to negotiate.
So we have some moves like that we can make,
we have for smaller things, we have this construct,
we call bedrock, where anytime we're in like,
the deepest state of love, we'll be like,
this is the bedrock, this is where we'll always return to,
this is the nature of our love.
And so either one of us can go bedrock,
and we go in, and no matter if we don't want to,
even if every part of us is fighting,
we go feel the truth of how much we love each other.
So those are some of mine,
and I don't go into plow position,
but those are some of our own strategies.
But the most important thing of all of the things
is full radical ownership of every aspect
in which you may have overstepped,
where you may have made an assumption,
where you may have made a projection
to really be completely honest
with your own culpability in the situation.
Because without that step,
there's going to be a kind of accumulating resentment.
And that accumulating resentment for that ownership,
which was not taken,
will then become the monster that eats love.
So, you know, Vailana and I,
we've had a couple of fights that lasted, you know,
a day, two days, because we weren't able
to get to the point of radical ownership.
We were still kind of pointing a finger
and not able to meet in the middle
of like actually owning, and it's not always the middle.
Sometimes it's 90, 10.
And sometimes you're like, I'm sticking at 10.
It's like, hold, you're like, you want to take more?

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And you're like, no, hold, I'm holding at 10.
Like that's all I can take.
You got to come 90.
Otherwise like, this is an impasse.
And I will, I can't, I can't move forward
if there's fragments of that resentment that are there.
So we just keep talking, keep figuring it out
until we actually get to the truth.
And the beautiful part about that is
there's no fragments of resentment.
There's no marbles that are being added
to the marble mountain of resentment
that's going to ultimately destroy our love.
There's nothing there because we've taken ownership for it.
We've apologized for everything we need to apologize for.
And then we've evolved in our own understanding
and taken the onus and the sovereignty
and the responsibility to learn
and to be better the next time.
Have you heard of Professor John Gottman,
his study about couples?
And they found that in his study
of why couples end up in divorce.
It wasn't arguing or anything else.
It was a buildup of contempt,
which is exactly what you've described there
as the monster that eats love.
So he said they could be laughing in the studies.
They could be arguing in the studies.
It didn't matter.
It was any sign of contempt,
which is basically he defined
as like unaddressed issues building up.
So when you got the example I gave on stage
when I did the Diary of a Seal Live tour was
your partner going, babe, come look at this.
And you go, that, that's five years of being sick
of their shit, not talking about it
and unaddressed bullshit.
Just did that little micro expression.
That's like an unaddressed recurring conversation
of you being sick of, you know, whatever.
So I think that's a really central idea

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to what you're saying there.
This idea of constant work and constant communication
and constant conflict resolution.
Can you imagine the world?
If all couples could replicate that.
Like when you say it, it sounds easy,
but there's an everyday battle underneath that.
And I know, cause my partners are over there
and we do this, we have the same everyday battle
because some days I don't want to talk.
And some days I think you're wrong and you think I'm wrong.
And some days my ego gets in the way
and some days the thoughts come in, just do this
and leave, run away, you know, whatever.
And being able to continually confront that,
I think is an very, very difficult challenge
that I've only seen in a, you know,
I'm talking here about men in particular,
I've only seen it in a couple of men, you know?
Yeah, the advantage that I have again is,
and this is my path and I'm not saying
that this is the formula, but the plants keep me honest.
You try to, you try to, you know,
carry your bullshit story of it's all their fault
and you're a victim and then go drink a couple cups
of El Daragon de la Selva, Ziyahuasca,
and see if Ziyahuasca agrees with you, you know?
Like it's, there's a, I'm held accountable to the truth
and it's not just the medicine now,
the medicine lives in me, right?
I've consumed it and that consciousness is within me.
So I can't allow anything that I need to take ownership for
to exist and then sometimes that'll come up in the past.
I mean, I think as my consciousness evolves,
different levels of I'm sorry are elicited from me.
I mean, I think over the past three years, you know,
being with Vilana and having separated from Whitney,
there was probably a dozen or two dozen times
where there was a new I'm sorry that came out
because I actually could see it
from a different level of consciousness now.
And I mean, she's like, all right, man, like we split up.
Like, you know, like I think she appreciated it

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and I think she's still working through her own,
you know, through her own process with that
and it's our own process of feeling any grievances we've had
and but, you know, I just try to do my best to own my fault
and mistakes in it and that's an evolving process.
But I am held accountable to this idea of, no, no,
I have to be honest and I have to be real
and I have to own it and it doesn't make me less than
to admit any of these things that's the way
that actually makes you more than to be able to be that
in sometimes just have the humility to be like, yeah,
I was an idiot or I was a made a mistake
or all of these things
and then not pile on a bunch of shame on yourself either
to just know that you're in an evolutionary process
and through that evolutionary process, when you evolve
you're gonna be able to look back at your old self
and be like, damn, you could have been a lot better.
It's amazing how there's almost this mental conversation
I have sometimes when I'm in that state of conflict
with my partner and my ego's there
and my ego's saying, oh, you're right, da, da, da, da, da.
And then the other voice somehow wins out and says,
you fucked up, you know, you reacted badly there,
you should just go and apologize.
And I did this the other day with her
where we'd had a bit of a disagreement about something
and a couple of hours passes, maybe 12 hours
or something passes, I realized I fucked up.
So I picked myself up and I walk over to her
and I just say, do you know what?
From yesterday, I just want to say I'm really sorry
because in reflection, my reaction was not good there
and it didn't make sense and I realized it hurt you,
et cetera, et cetera.
And I'm really sorry about that.
I wish I'd reacted differently.
In hindsight and upon looking at my behavior,
I realized why I reacted in that way
and like it's not good enough.
The minute the words came out of my mouth,
it was like a weight I had just lifted.
It was like my ego had been fired.

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I felt great.

The pressure I had on me up until that point just evaporated and it's funny that I don't get there quicker.

I think I'm getting there quicker though.

If I zoom out on myself, I go, okay, look at yourself over the last 10 years, give yourself some credit.

But yeah, it's great.

All the work you've done, do you still struggle with these things?

Yes, but they get smaller and smaller.

So like you're talking about, like the time it takes you to go over there.

So maybe there was a time in your life where it wouldn't have been 12 hours, maybe it'd have been 12 days, maybe it'd have been 12 months.

Maybe actually never, you know, right?

But now the time is shortening.

Now you're in hours, then eventually you're gonna get into minutes.

And then from minutes, you're gonna get almost to real time, almost to real time.

And then maybe one point you'll touch real time where you're really actually seeing.

I don't know, I'm not in real time, you know, but I'm definitely in the minutes category.

You know, I mean, remember the last little conflict

Violana and I had actually involved this painted fingernail, I'll tell the story.

So I was really, we were in Miami, I'm really hot.

We have these big kind of wooden backed lounge chairs.

And I'm ready to go upstairs.

And I'm like, babe, I'm super hot.

I'm like thirsty, I'm ready to go up.

She's like, you sure you don't wanna tan your back a little bit?

And I'm like, my back?

Are you trying to say my tan is uneven?

Is like, that bother you?

And I went to this whole thing and I was like, all right, fine, I'll tan my back for you.

I guess if that's important to you.

Well, so that's what was going through my head.

So I flipped the latch on the thing

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so I could lay flat down
because I was laying with my back up.
The thing comes and smashes my finger,
just like smashes, like crushes my fingernail
right between the way that the back of the chair was falling
and just searing pain.
And I like get up and I wanna like scream
and hit something because it hurts so bad.
And I couldn't disambiguate the feeling of pain
with my frustration that she was the one
who wanted me to stay there.
And if she didn't want me to stay there,
I wouldn't have smashed my fucking finger.
And so, and then I'm like in there
and I'm like kind of fuming.
And she's like, are you mad at me?
I'm like, no, I'm not mad at you.
Cause I knew logically that I wasn't mad at her, right?
But like, my whole energy was like,
yeah, I'm fucking mad at you.
And I was like, why did you ask me to tan my back?
And she was like, oh, actually I just wanted to stay.
It took her a moment, but eventually it was like,
actually she just wanted to stay herself.
And that came out of her mouth in that way.
And then I took it as like some kind of critique
of my tan gradient, you know?
And ultimately, but we got in this little conflict
and the conflict escalated
cause we were in the heat of this kind of emotion.
And she kind of walked, she was like, I'm going to the gym.
It's like, all right.
And like I took like three, you know, three minutes,
four minutes, I don't know, maybe five minutes, whatever.
And then I just sent her a long text.
And I went through every different situation,
every different aspect of it.
From the first moment, acknowledging I wasn't able
to disambiguate the pain from my anger to her,
that I misunderstood what she was saying about my back.
And that was actually just her way of saying,
I want to stay longer.
And I projected that she was critiquing me,

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but that wasn't actually the case.
And I didn't, you know, like all of this thing.
And then I responded poorly in this comment and this.
And then I said, however, how you responded here,
here, here, here, you know,
does not feel in alignment with ethos of our relationship.
So it was like this whole bullet pointed long, long message.
And I sent that to her and I was like, all right,
that's the truth of it.
And then she receives that, she comes back and she's like,
all right, you know, like I acknowledge
these different things, you know,
and now here's how we can get better from this.
And then pretty soon, you know,
within about 15 minutes after that,
we were just, we looked at each other
and I was like, we're kind of dramatic, aren't we?
And we just started laughing and it was over, you know?
And so that process just gets quicker and quicker
and quicker and quicker.
And that's the way of it.
It's just to shorten the amount of time
that you stay out of consciousness.
All of that requires a level of vulnerability
that a lot of people still find very uncomfortable,
especially men in my experience.
We actually made something to help our listeners
become a little bit more vulnerable.
And these are these question cards.
They're actually taken from this diary.
So every time we have a guest here,
they write a question for the next guest.
There's been one left for you in there as well.
So we took all of the questions, as you can see here.
We put them on these playing cards
so people can play at home.
There's about 70 of them.
I've just selected a bunch of random ones for you here.
And I'm gonna just lay them out in front of you.
And if you could just pick one
and then answer the question,
whichever one you feel called to.
This is like an Oracle deck.

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On the back, it has a QR code where you can scan it to see the person that answered the question as well.

Here we go.

Is there something right now that you know you're doing wrong, but you haven't fixed yet?

If so, how will you get unstuck?

Well, I don't like the word wrong because the way that I look at my trajectory is a trajectory of evolution.

So if I'm doing it,

it must mean that I needed to do that in order to learn how to evolve from it.

However, I understand the point of the question outside of the semantics, which are important, because I think we can put ourselves in wrong, right, good, bad in this very polarized idea.

So in the evolution of Aubrey, where am I still stuck?

Where have I not actually gotten to the place where I want to be as who I know I can be?

And it's the reliance on stimulants to keep me alert.

And it's okay that I like my coffee and I like my nicotine and I like, you know, cratum sometimes or whatever,

but there's a kind of reliance to go up, you know, and then there's a reliance to go down.

And I still have, you know, sleep medication that I take.

And I know it's not good for me.

Like, particularly as a sleep medication, like I'm kind of okay with the caffeine and the nicotine.

I could probably like maybe fast rum it for a little while.

I don't smoke cigarettes or anything, but whether it's a cigar or whether it's, you know, a nicotine pouch or something like that.

So that one feels like, yeah, there's a little cleaning up to do, but it's not really,

it's not really like damaging me in a fundamental way.

But the sleep meds I think are and they're very sticky because I get in this loop where let's take today, for example, last night I fly into the hotel.

I'm kind of juiced, you know, I'm here in Hollywood.

There's lots of sounds, lots of noises.

And I'm in a new hotel, it's pretty dope.

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And I'm just not sleepy, you know, watch a cool movie.
And I got a big podcast today
and I got some other stuff I need to do during the day.
So could I have fallen asleep without the sleep meds?
Yes, eventually I could have,
but that would have come at a cost to this podcast.
And then that would have come at a cost to the listeners.
And then so I get in this trap of,
well, I can't do it today.
I got this thing to do.
So then I'll reach for the sleep meds and I'll take them.
And I know that those are deleterious to my health.
So I'm kind of stuck in this position
where I'm not giving myself the time
where I don't have any obligations
or anything that I want to offer the world
where I can really phase out of all of this.
And even when I do, because I have phased out of it
for all of my ayahuasca journeys,
I have to get off everything.
And I'm able to do it.
And I'm like, this time it's gonna stick.
And then I'll get that one night,
the night before a podcast
or the night before I have a bunch of things to do
and I just can't sleep.
And that old, the old sleep med in the drawer,
I've flushed them down the toilet, whatever.
But then I'll find another one or whatever,
I'll figure it out.
It starts calling and it's like, listen,
like, you know the solution, just pop this bottle
and you'll go to sleep.
And you'll be able to do what you need to do tomorrow.
And that voice keeps me stuck.
I'm like stuck in this limbo.
And I can't stay stuck there forever.
So what I need to do, so part of that question is like,
what do I need to do to get unstuck?
I'm gonna need to give myself the space
to really allow my neurochemistry to reset.
And also probably have to holistically change my mindset
to say, I have to look at the whole arc of my life

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and all of the conversations I have
and everything that I'm gonna do
as more important than any individual thing
and say for the whole arc of my whole life,
I have to get my neurochemistry and everything
back in alignment so that I don't rely
on these other chemicals to help me fall asleep.
And so it's a holistic mindset shift
and also a period, because it's gonna be rocky
in that period where I just push out
all of my obligations, everything that I need to do.
And I keep threatening to do it.
And I just haven't made the space to do it.
I haven't prioritized it enough, but that must happen.
It must happen and it's just a matter of me doing it.
And I pray and I believe and I trust that I'll do it
before the universe makes me do it.
By having some accumulation of the negative effects
of the medication I'm taking, et cetera.
If you don't listen when it's time, you'll have to listen.
Like the universal make you listen.
So I'm gonna listen before the universe makes me listen.
That key step though of awareness
is you're clearly very aware.
And that's what, when I think about helping my friends
or I look at my friend situations
when they're struggling with something,
that first step of really being aware of it,
you even know that it's a voice that calls you to the draw.
Which means from my observation that I also fully feel
like you've done much of the hard work already
by just admitting it to yourself.
Because of the cognitive dissonance,
so many people would justify it away
or make other excuses to make it okay,
but you've confronted that.
And it's funny because you've confronted it
even at the expense of how it might make you look.
And you're willing to say it out loud as well.
That's amazing.
In that story, I also sort of through-line
to what you're doing with Fit for Service.
For anybody that isn't aware of what you'll work now

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with Fit for Service, what is it?
And how can one get involved?
And if they are to get involved,
what do you hope they take from it?
It's really the technology of healing
and transforming through community.
So that's really what we're doing is,
yeah, there's a lot of,
there's coaching and there's teaching of different things,
but we're going through
initiatory explorative practices.
Now, we don't do psychedelic medicine
as far as the things you take,
but we do do all the psychedelic practices
from shamanic breath work,
which is incredibly powerful.
Many facilitators, deep, deep breathing,
huge emotional catharsis, ecstatic dance,
vision quests out on the land
or wanders out on the land, vision quests are,
again, longer sometimes.
Temescal, in nippy sweat lodges,
by the First Nations people,
all of these different initiations.
And then communication technology initiations
from circling techniques,
which teach you how to communicate with each other
to helping to collectively process archetypal grief,
masculine grief and feminine grief
and using those dynamics to help elicit the strongest healing.
But in the process of doing that all together,
deep bonds are formed.
And we have a survey that goes out to anybody
who's been to at least two of our events,
and we say, did you meet somebody in fit for service
that you know will be a friend for the rest of your life?
100% say yes.
And so we're building, yes,
there's the greater fit for service tribe,
where there's a lot of,
there's a beautiful rich community,
but the bonds that are formed with those people
that maybe you did that one eye gazing exercise with

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and you started crying
because you could see yourself in that other person
or you were there with them in that one breath work
that was so intense and the wind was whipping
and everybody was screaming
and there was three exorcisms happening simultaneously
and it was fucking wild.

Like those experiences then bring a bond together
and you start to learn that actually going through
these difficult things together will actually,
form relationships and help you heal and help you grow.

And it's such a beautiful process
to continue to watch this happen
with so many different people
from so many different places,
and it's really inspiring to see people willing to,
is in some ways, as we were talking about,
nobody wants to mind,

in some ways you do expose yourself
to your own darkness willingly
by going into a breath work
or going into an eye walk or going into these things,
but you know that you're fully supported
and it's with full intention.

So in that way,
we are actually going into the darkness
to illuminate the light and just doing that together.

And it's been really incredible.

It doesn't feel at all like work.

It feels like I would do this.

And actually last year,
we switched to a donation model
because we thought like this is the way to do it.
We lost so much money that we can't do that anymore,
but nonetheless,

so I basically worked all last year
at a huge financial loss
and offered all of these different summits
and festival, all of this stuff.

And it was still worth it.

I wouldn't have changed it now.

Of course, it's fundamentally unsustainable
to do it that way,

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but nonetheless, it's one of the things I really love to do
and all of our coaches feel that way
and it also draws in some incredible people
that we get to learn from other master coaches
and other inspiring medicine people
who kind of carry a transmission that we learn from.
So it's kind of like a little moment
where we get to be in our own little Jedi school
and just evolving our own internal psychic
and emotional and a physical technology.
I watched the video on your website, fitforservice.com
and it looked, I don't know,
sometimes just observing a clip or a trailer
can make you feel a certain sense of warmth and connectedness
and that's what I got.
I felt like a big group of friends
that had gone out to the desert somewhere
and were connecting at a much deeper level
than you ordinarily see
in that kind of retreat or event or whatever.
So I felt really compelled to be involved, I guess.
So I think everybody should go check it out.
Just go watch the video and go see if it's calling you
because I think there'll be a lot of people out there
that will realize just from watching that video
that it's right for them.
Yeah.
We do have a closing tradition on this podcast
where the last guest asks a question for the next guest.
See what has been left for you.
Oh, okay.
Oh, interesting.
I actually don't get to see the question
before we open the book, but this is a good one.
Who is someone you need to forgive?
And then there's another line,
which is who is someone you need to forgive and have not?
Which I guess is the same thing, but...
You know, forgiveness is an interesting thing
because it's a spectrum.
There's, yeah, I forgive you, but do you?
But do you really though?
Are you still kind of holding on?

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Are you saying the words and are you there?
True forgiveness is the place of love
that sees no wrong, right?
Like it doesn't even actually register
that there was a wrong there.
Like that's the zero state of absolute forgiveness
is to get to a place of what grievance?
What did you do?
What remind me again?
Because I don't see it.
Kind of how I told this story about my dad,
the way he yelled at me.
Like I've seen so clearly,
I've seen so clearly that it gave me a superpower
that I'm able to be in absolute forgiveness of that.
Absolute forgiveness of that.
And when I get to that place where I've seen
and would never have traded it for anything,
I wouldn't have changed it one bit, right?
When I can get to that place
where I wouldn't have changed the thing,
that's where real forgiveness is.
As it's like, if they're like, I'm sorry,
I'd be like, for what?
Thank you.
I mean, like I see how this benefited my life.
So that level of forgiveness,
it takes a time to get there.
So there are actually many places
where I am in the evolutionary process of getting to that,
but maybe I don't quite fully understand
what that has given me yet.
So somebody's done something
and I haven't quite worked that into the way
that I can say like, all right, this was for the best.
If I had to say, I would have to say
the governments of the world right now.
I don't think I've fully forgiven them
in the collusion, what I've seen between the collusion
between media and politics and big pharma and big war
and this whole construct of empire.
Some part of me says like, all right,
if we take the Lord of Rings analogy,

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the two towers need to rise
so that the fellowship of the ring comes together.
And that's what gets the elves and the dwarves
to get along with the hobbits and all and the wizards
and the humans and everybody comes together
and it's necessary for the two towers to be built
and to try and push their darkness on the world
so that the fellowship will come.
But there's been so much pain and so much loss
and so much unnecessary suffering
and so much unnecessary fear.
And it's hard to get to the point where I can say like,
yeah, I wouldn't change a thing with that
because so I guess it's forgiving empire
and I use empire to be that whole construct
of that kind of top-down manipulative dystopian control
that everybody has their own little oculus
to whatever part of that they see
and I'm not trying to push my own view of that
but I think we can all feel that there's a force out there
that's not in our best interests as sovereign beings.
Have I forgiven that force?
Not quite yet, not quite yet
but maybe when the full fellowship comes together
and we have all of the out
because I'm starting to see that happen
like all of the allies are forming this lattice work,
this network that's now becoming more available
because of the pressure of the force of empire.
But until that fully actually crystallizes
and it works, I don't think I'll be able,
I'm not able to forgive empire yet.
Aubrey, thank you.
You're the type of person that I love to speak to
because there's, I feel like there's no question
you wouldn't answer and the most difficult questions
but also you take a pause to answer the questions head on
and your story of personal transformation
and transition through various chapters in your life
and ego death and all you've been through,
you speak to it with such vulnerability
and openness and honesty.
So anybody that's in a different phase

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or chapter of their journey to where,
you've found yourself today,
I think they have the honest roadmap
on how to progress forward
and that's the most inspiring, powerful thing.
And it's not often you get to sit with someone
who's had such tremendous business success
that can also analyze that from sort of a meta perspective
and it's now doing work that's tremendously spiritually aligned
with a new refreshing take on what their mission should be.
And in your case, it's, as you've said,
not just any more about you,
it's much more about the broader global community
and your tribe.
So thank you so much for this conversation today.
It's been an honor to meet you and spend time with you.
I feel freer, I feel inspired,
I feel more powerful for it.
And I hope we can have it again once the goblins
and the Lord of the Rings.
Yeah, let's get all the characters together.
I've never seen the Lord of the Rings.
It's just happening, here we are, here we are.
Another ladder, another connection,
another node in Indra's net was formed.
Sorry, Empire, it's happening.
Well, Brie, thank you.
You're welcome, brother, thank you.
Quick one, as you guys know,
we're lucky enough to have Bluejeans
as a sponsor and supporter of this podcast.
For anyone that doesn't know,
Bluejeans is an online video conferencing tool
that allows you to have slick, fast,
good quality online meetings
without any of those glitches
that you'd normally find with other meeting online providers.
You know the ones I'm talking about.
And they have a new feature called Bluejeans Basic,
which I wanted to tell you about.
Bluejeans Basic is essentially a free version
of their top quality video conferencing.
And that means that you get immersive video experiences,

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you get that super high quality,
super easy and zero fuss experience.
And apart from zero time limits on meetings and calls,
it also comes with high fidelity audio and video,
including Dolby Voice.
They also have expertise, great security,
so you can collaborate with confidence.
It's so smooth that it's quite literally changed the game
for myself and my team
without compromising quality at all.
So if you'd like to check them out,
search Bluejeans.com and let me know how you get on.
DM me, tweet me, whatever works for you.
Let me know how you find it.