

[Transcript] My First Million / How To Get the Most Out of Every Event, Surprisingly Successful Keto Businesses, and the World Premier of Southern Sam's Sticky Icky

Like, yeah, if you want to, if you want to pre-buy Southern Stamps sticky icky, you need to just I don't know DM me on Twitter

Why if I Twitter is Sean VP DM me and say, I'm in on Southern Stamps sticky icky

All right before we get in the episode, we got to say something really quick Sean

I sent you that thing to share. So if you go to Sean and ORI's Twitter profile, you'll see it or you go to ratethispodcast.com

slash

MFM it stands for my first million rate this podcast comm slash MFM if you leave a review for us on Apple podcast

We're gonna select one person or we select in one person. Oh, no, we're selecting six people

We're gonna give a grand to six different people and we'll announce that winner in a couple weeks we're doing this because if

If we get more reviews in a very particular amount of time and you get more momentum

You go up the charts and if you go up the charts you get more listeners or at least that's the hypothesis

So we're incentivizing listeners. We get more excited. We are you goes grow and I know that's what everybody wants

So let's do it. Yeah, I just went to a conference today

Cody Sanchez conference to talk and

Dude everyone listens. It's pretty fun. How was how was the conference? She has her brand is like contrarian contrarian capital

I think it is

And so this was the other the contrarian conference or something like that

Yeah, and I love her and I love the conference, but I it's it was kind of silly like in my head

I was making a joke because they had contrarian

Merch and they had like hundreds of the same ones and I was like, well, we all bought this like that's

You know, I don't really work that you know how to be like

So anyway, it was great though. No, she was cool. I asked

I think there was probably 300 people I asked who listened and I felt like everyone all their hands went up

People were talking about us. They always confuse our voices, but we get that all the time

All right, I love it and I was supposed to go to that. I didn't go

you went

There's like a bunch of different motivations people have for going to these things

What was your motivation? Because some people would say I'll go into these conferences kind of a waste of time and

Other people say no, I love it. I'm network. I learned things. I just want because she's she's my friend and it's near my house

And then in general, but you've gone to some of some of the some other ones like this like the podcast one

You went to recently or stuff in New York

What I guess give people give people how you think about this stuff

Because I think it's good to have like a frame of like, okay

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This is why I go to these is how I go to them and this is what what's come out of it for me
Um, I like meeting people who I know on the internet and that makes me feel good
And I also like going, you know, I've paid money to go to some events
I've paid \$5,000 \$10,000 to go to some events because I can meet one person and become a lifelong friend with them and
That pays for itself, but makes me happy. So yeah, I don't mind going
Yeah, I do the same thing. I kind of have in my head
I'm here to learn one thing like I want to have one great idea like a truly great idea
Maybe it's a tactic a marketing idea a
Realization of something I need to change or a new business idea a new whatever
So one great idea is my like bar and then one great person if I do that, it's worth it
That's like such a low bar, but yeah, but what's better?
What like the best the good part about that is then you go hunting you you are saying I'm here to make me one great person
Who's a great person and if you're talking to somebody who's not that great
You're like, alright, peace out. I'm gonna go bump around and see who else is here, right?
And same thing with one great idea
You can listen to a talk and you might otherwise kind of zone out or say oh this doesn't apply to me
But if you're just on the hunt for that golden nugget the one great idea and it's like dude in the eight hours of this event
There's gonna be at least one great idea
It changes the way for me at least it changes the way I I attend these things. Yeah, I agree. I'm the same way
All right quick break to tell you about another podcast that we're interested in right now
HubSpot just launched a shark tank rewatch podcast called another bite every week
The host relived the latest and greatest pitches from shark tank from squatty potty to the mansion on a bench to ring doorbell
And they break down why these pitches were winners or losers and each company's go-to-market strategy branding pricing valuation
Everything basically all the things you want to know about how to survive the tank and scale your company on your own
If you want to give it a listen, you can find another bite on whatever podcast app you listen to like Apple or Spotify
Or whatever you're using right now. All right back to the show
and
Speaking of great ideas
Do we I want to talk to me about let's go to these three news stories that you want to go over because I actually yeah
I think you selected all three and they're awesome. They're awesome. All three are pretty good
So all right, so I have three you have one let's start with yours
You have one that's about Elon tweeting about the
Elon tweeted something about giving away
Six billion a world hunger that what I heard was you tell me if this is correct. My wife told me this

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story

She goes do you here's you know somebody tweeted out or there's a news story that said You know these billionaires the Elon's the richest man in the world now if he you know with six billion dollars

He could end world hunger and then he replied to it

He was like if you could show me that six billion dollars would end world hunger

I'll write to check now like I will happily do it. Just show me that that's the case and

So that's all I know about this. What did you oh, you don't know what happened after that? Okay?

So someone I forget who maybe CNN said if the billionaires would donate six billion dollars we'd cure or end world hunger

Elon like you said replied and goes and his language was great

He goes show me how that will happen and I will sell Tesla stock right now to pay for six billion dollars of this stuff

And I forget the exact title

But something like the head of you United was it world hunger or United Nations some like official International body the head said, you know better yet

You know Elon just come and we'll show you our processes and how we work and Elon said no sunshine is great

Tell me it in tweet form

How this is gonna help and where the money will go and I will send you the money right now and he goes

you know, this is just too complicated to say over Twitter and

I think and I'm not like the biggest Elon nut hugger. I think that this totally made a lot look great these types of things should be done in a very simple way where you can explain what's happening, you don't have to say like

You know exactly but you could say like, you know

30% of the budget is gonna go to hire around 10,000 people who we think can give out this much you know, whatever that is a good enough answer and

The guy didn't do it total miss and when we were talking to bit cloud guy now Nader a few days ago He was explaining what he does and then you go no no no no

This is what you do and you explained it so much better and he goes. Oh, that's how I should always explain it

Everyone should have that skill that you have and you could actually develop that skill. It is a skill

It's not just a talent and anyway, this guy blew it and I thought it was an awesome tweet thread

You know so two things one is on that skill. So how do you develop that?

I'll give you two kind of unorthodox ways that you develop it. The first is you got to have

Pit bullshit callers around you. So like, you know the way I was like, no, no, no, dude, that's way too complicated

Most people just won't say that to somebody and there's this great clip

I know you like you watch some Joe Rogan as well as I do and there's a great clip of Brian Callan Who's one of the kind of friends and the crew of Joe Rogan and they're doing their fight companion podcast

Which is where they just watch the fight and they're just shooting the shit

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Drink in and eat and cheese and you know drink a wine eating cheese and they watch the fight and like I don't know

100,000 or more people will tune in to like hang out with them while they watch the fight even though the fight's not visible on the screen

That's just how fun it is to hang out and during this thing Brian Callan who's a lifelong, you know, like comedian

He's kind of like a scrawny guy and Joe's kind of like a former martial artist

He's sort of like a meathead and the other guy on there is an ex-pro fighter

so a bunch of kind of like bros and

And a Brian is saying something he goes it Brian's like oh man if somebody ever tried that on me

Bro, you know, I would you know what I would do and they were like

And they just kind of moved on for a second and then he's like and the guy said it again

Like nobody really addressed it and he's like he's like I can't he's like I would never let somebody it'd be it would be on and

Then and it Joe's like Brian. What are you talking about? He's like, why are you saying shit like this?

He's like, you know, you don't you're not gonna do anything first of all and he's like he's like the problem

Brian is that you hang out with people that will let you say shit like this

And he's like you need to stop hanging out with where whatever type of people let you let you get away

We're just saying things like this and just you know letting it fly and

After that, I just thought that was hilarious and then I started noticing

Oh, there's some people in my life and I call them, you know, the people who will tell you there's food in your teeth

It's like

There's two types of people there's people who will see it and not say anything and then you know four hours later

You get home and you're like, bro. What the hell? I had spinach in my teeth the whole time

Why didn't someone tell me and then there's the person who will cut you off about yeah

Yeah, you got a little something in your teeth here and you're like, oh shit

I'm embarrassed but like the embarrassment was localized to the moment and then you like saved yourself from there

That's a true friend and so you want people around you that will tell you when you're saying something that just makes no sense

Or is confusing or is like delusional or whatever and they're just like, what are you talking about?

Why are you saying that you say stuff like this all the time?

This doesn't make any sense or you say stuff like this and honestly

I think you think that's really awesome, but no when other people hear that they don't hear really awesome like we asked

Abraya like that a brain who used to work for us and we love he was explaining to Sean and I what his new business does and he wrote

This long paragraph and I think Sean goes

I don't know what any of those words you just said me and then he was like I

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Buy con I buy land but before paying for it. I hurry up and resell it to someone else and make a profit
It's like okay great. Yeah, I understand what that means right. Yeah, well actually the first thing he
said was bro

I just wrote you two paragraphs and I didn't even have to address it because he knows
If you wrote two paragraphs, and I don't know what you what I don't know what you do still that's on
you

That's not on me

And so, you know the boat the burdens on the owner

So one thing is having people like that around you the other thing is hang out with somebody who's
good at it

And maybe you know hopefully for some people listen as this podcast helps them because I think we
do both do a good job of

Explaining stuff without too much jargon or you try at least and so the more you hang out with
people like that

You'll just naturally through osmosis like you know this it'll just pick it'll be like a sponge

It'll just come right into you

You'll just start getting better at it because you've heard our voices in your head all the time and so
hang out with people who do it like

I have a buddy

Sully who's great at this you're really great at this Ramon's really great at this so like our best
friends all are really good at just

Saying things for what they are in a way that's simple and easy and fun to understand and like so
then you by Nate

You know you'll naturally get good at it. It's the time of the year for one thing my friends change
Going from Q4 to Q1

There's gonna be a lot of change a lot of shifting a lot of work and a CRM platform is critical to
keeping your business

Connected throughout that change and HubSpot is consistently working to make sure its platform is
more connected than ever with new features

For example custom behavioral events gets into the details of what makes your customers ticks

They track site behavior and understand your customers buying habits all within the HubSpot
platform

If you're looking to find more ways to keep your data clean and have a centralized system the all-new
operations hub

Enterprise gives your ops leads the ability to curate data sets for all users meaning even faster and
more consistent reporting

So learn more about how you can use HubSpot CRM platform and how it can connect your business
by going to HubSpot.com

That's HubSpot.com

Speaking of friends what uh what it so I was out to dinner with Moise the other day and he made
this comment about Casper

He ends up tweeting it pretty brilliant. You want to talk about that? I do wait

Can I say one thing about the Elon? Yeah, so so the guy from World Hunger who's like, oh, it's not

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that simple

I can't really break it down. All right. So that's obviously a loss on there

And but there is a great example of a charity who does this well

So have you seen what charity water does for their like accountability?

Because what you Elon said was the whole thing I'll donate the money

My only thing is it has to be kind of like open source and transparently accountable

Money is going and what's the effect of it Jack Dorsey did that as well and he just Jack Dorsey did it with a fucking Google spreadsheet

Right. Yeah. Yeah, he said here's the here's all the money. Here's where it's going. Here's the schedule and here's it's a Google doc

It's a Google doc that anybody can go view and you can't edit it

But you can go view it at any given time and see how the money things. Oh, so so the founder of cherry water

He his story is amazing, but like I'll give you kind of the the fast-forwarded version of it

So fast-forwarded version of his stories guy named Scott Harrison

he

He grows up and when he's a kid his mom got this like

Terrible illness she basically she was a stay-at-home mom

So the dad goes to work kids go to school

She stayed home and the new house they had moved into it had like a gas leak or something like that

And so it like silently killed her autoimmune system

So she got so her immune system was so compromised that she could not like go outside

She could not like touch objects that had not been sanitized

She couldn't do the laundry because like the cleaner the bleach had chemicals in it

And it would just like killer if you know they had to like do everything by hand using baking soda six times

Or like if she wanted to read a book Scott would go put it in the oven first

And they would have to sort of like kill all the bacteria like by sanitizing it with heat

And then handed to her and she'd wear gloves and they would like slowly turn pages and stuff like that like it was insane

And so he and there but even that whole time

They didn't sue the company that had that was responsible for the leak because they were like very religious family

And they were like, you know, this is God's plan. And so Scott who like grows up with this really unusual childhood

He's having to like in many ways be the caretaker of the household because his mom wasn't able to do it

He sees his mom suffering. He's like, dude, you know eff this religion shit. I'm

I'm gonna go live now. So he gets turns 18 and he like goes to college, but I think I think he might have dropped out

Not a hundred percent sure, but he he starts parting like crazy

He moved to New York and he becomes like a guy in the party scene and Scott if you've ever seen him

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He's a good-looking guy. He's sort of like a George Clooney looking motherfucker
Like he's like very like it's like guy gets gray hair and he looks even him more handsome than he did before and so
Rico suave type of guy very suave
Super great storyteller very funny. Just he's a great hang like I've hung out with him and you're just like charmed
You know the whole time and so anyways
He hits the party scene and he eventually because he's like all right
I gotta make some money so it becomes a party like promoter
So his job was and he says this like my job was to convince rich guys that they needed to pay me like \$5,000 \$6,000 to get to go buy this hundred dollar bottle of alcohol
And he's like they knew what they were doing and I knew what I was doing and it worked anyways
And so he starts making a killing as a party promoter and he's got the fancy watch. He's got the model girlfriends
He's got the nice penthouse in New York, and he's getting paid, you know, whatever some vodka company will pay him
\$2,500 a night just to be drinking their liquor instead of somebody else's liquor and somebody will pay him to wear this watch instead
Of somebody else's watch and so he's kind of the man in this scene
but a few years go by and he's like
Starts to feel you know as you do when you kind of get in this party lifestyle
He's first feel a little empty inside like the the highs no longer are doing it for you anymore
And I think he was the story is he was on this guy's boat this guy his name is
What's the name guy the guy who created Cirque de Soleil like guy Li Li libertarian?
Yeah, yeah, yeah some name like that. I can't remember off top my head Bill and a Canadian
Yeah, he's on his yacht or boat or what a party boat
And Scott's just so in in the boat like in the room where he was in there's a bible
And he kind of sees it and he grew up in a super religious household then has you know become basically like a sinner
And he just sort of picks up the book
and he's hungover one day and he starts reading it.
He's reading the Bible and he starts to get emotional
and he has this literal come to Jesus moment
where he's like, what am I doing with my life?
I'm not a good person.
I'm not doing good for anyone in the world.
And I'm just partying and drinking.
It's all a very shallow lifestyle.
It's like these hot girls and then these rich guys
and this lifestyle that's not great in drugs,
alcohol, that sort of thing.
So he's like, okay.
And I think also he literally woke up that day

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and he was like numb in his hand.
He's like, this is like a metaphor.
I'm not just numbing my arm.
Like I'm numbing life right now.
So he's like, okay, here's what I'm gonna do.
I'm gonna take the next six months.
I'm just gonna take a six month break from this lifestyle
and I'm just gonna, what's like the most servant,
like servant thing I can go do?
How can I just serve people?
You know, how can I go do a very Christian thing here?
And so he applies to all these nonprofits
and they reject him.
They're like, you're a party promoter.
Like we don't, he's like, dude, I'll work for free.
And they're like, no, we don't need your kind here.
He's like, are you sure?
Like I'm good with people.
I'm good with like events.
I'm good with all this stuff.
And they're like, no, no, no, like where you come from,
that's not what we're looking for here.
So he gets rejected after one after another.
And finally he gets this one group to agree
to let him work there if he pays.
So he had to pay to go work there.
So he basically made a large contribution to mercy ships.
I think this is what it's called.
It's basically a thing where hot shot doctors in the US,
like for one week out of the year,
they go on this boat and it goes to Africa.
And then they spend all week there doing like pro bono
surgeries on people who need surgeries.
And then they come back and he's like,
he kind of his back on his photography.
So he's like, oh dude, I'll take photos of this trip.
That'll be my contribution.
And so he goes there and he's got the photo still.
He'll show it to you.
And when he gives us talk, he shows them.
It's like what they were doing was there was kids
with like a massive like tumor growth.
So like, you know, they would have like a huge lump

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on the side of their head, like the size of a volleyball or like in their jaw, their jaw would be protruding out like six inches because they had this growth. And like all they needed was just for it to be removed. Like they're having trouble eating, breathing. It's like not even a cancerous thing. It's just a benign tumor, but they just needed it removed. And he's like, dude, the line was like a mile long. And he's like, the saddest part is we, you know, we couldn't do all the, the one week was up and there's still people in the end of the line that didn't get their surgeries or whatever. So he's like, okay, I'm not just going to do this. Like I'm just going to like, I'm going to go back. I'm going to dedicate my life to like, you know, helping people because I can't believe what I've been doing. And this was so meaningful to me and whatever. So he's like, he does two things. He goes on the ground in Africa and he says, what is the like root cause? What are some of the root causes of this problem? So he does kind of what Elon calls first principles thinking, which is, why does this person have this crazy tumor in the first place? It's like, well, they might have this tumor because, you know, they are, are, they don't have clean drinking water and sanitation. And so there's like highly infested things. So you found that on all these different axes, like, why are these women, why are women, you know, falling so far behind in society and not getting high paying jobs? Well, because they actually have to spend five hours a day just walking to the nearest waterhole and walking back carrying this 40 pound, 50 pound jug of water. And that takes five hours in a day. And then they have to use that water quickly and like do all the laundry, cooking, washing of their kids. And then like they don't work. And then because of that, they're like, you know, stuck economically stuck.

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So anyways, he's like, he identifies water is the root cause.

He's like, okay.

And he asked himself a very important question.

He goes, why have I not been giving to charity?

Like I kind of knew there's suffering all around the world, kids in Africa are starving and need water and all this.

Why didn't I give?

And it's a, this is the connection to the Elon thing.

He's like, cause I always kind of felt and heard like, you never know where the money goes.

Or if you gave, if you gave, even if you do give money, you have this worry,

like I don't know if this is even making an impact.

And they never closed the loop.

So you never knew where the money went and you never saw the impact of your dollars.

It was just like, thank you, goodbye.

Here's your tax, here's your tax deduction.

Goodbye.

And so he's like, all right, I'm gonna do it differently.

He's like, he's like,

he didn't know anything about the nonprofit space.

But he's like, all right, like let's just do the basics.

He's like, what if 100% of the money went to the cause?

And he's like, that would like clear up that question mark.

He's like, and then he's like, also, I'm a photographer.

Like, why don't we just take photos of the place where we do the project and send it to the person who gave us the money?

Like, if you contributed, we know where the project is.

Why don't we just send you a photo

when we do the project and say, hey, here's what you did.

And so he's like, I'm gonna use GPS trackers and photos to make people feel the effect of their giving.

And that's what he does now.

That's what he does now.

So he goes back to New York, he throws a party cause he's like, that's the only thing I know how to do.

If he's like, I'm throw a party,

it's my 30th birthday or something like that.

He's like, throw a birthday party.

But instead of giving me a gift at the door charge,

I just want you to give \$30 to the cause.

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I'm 30 years old, give 30 bucks to the cause.
And so people come, they have this party
cause he's got a great social network in New York.
And, you know, they forget about it.
Three months later, he sent them all photos
of the project that they contributed to.
He's like, hey, that all added up.
We drilled these two water wells.
They used to have to walk this far.
Now here's how far they walk.
Look at the map.
And, you know, we turned a four hour walk
into a, you know, into a 10 minute walk.
And then he's like, here's what the women have to say.
There's videos of them thanking you.
And here's like the kids, you know,
here's the water like fresh clean.
This is the water they used to drink.
It's like dirty.
Here's the clean, clear water.
That's what you did.
And people were blown away.
And that became the basis for the charity.
They raised a ton of money, like \$400, \$500 million.
Yeah. Well, the story gets a little crazier.
So he's like, I'm going to stick to this 100% model.
100% of money goes to the cause.
And people were like, well, bro,
there's no reason people don't do that. Like,
how are you going to pay for your own salary
or the salary of anybody working on the charity?
He's like, we'll do a separate bank account,
literally two bank accounts.
One, that's public donations that go to the cause.
And one, that'll be private donations
for people that want to fund our charity to do this.
And he's like, and of course people were pretty interested
doing the 100% thing, less people were to the private thing.
And that's where like kind of full circle,
I guess like, I don't know how long I want to go on this,
but I'll give you the kind of the cool, the cool last bit.
So he's basically running out of money
for the private side, for the actual, for himself.

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And he's just sleeping on couches.
And he's like, you know, I got a backpack to my name
and like, I'm the only employee, so it's fine.
And, but even still, he starts running out of money.
His friends are kind of kicking him off couches.
He's running out of friends' houses to go sleep in.
And he's like, all right.
He's like, let me just do, like this whole thing may end,
but I want to do as much good as I can in the meantime.
So he's like, you know, this birthday idea
of giving up your birthday, like we're all pretty privileged.
We don't need birthday gifts.
I gave up my birthday.
That's how I started this charity.
Like instead of giving to me, give to them.
He's like, dude, there's these social networks now,
Facebook, MySpace, Bebo, that they all have like millions
of people and they all have this birthday feature.
And people go right on each other's wall.
He's like, so he wrote a letter to Mark Zuckerberg,
to like Tom from MySpace and to Michael Burch from Bebo.
And he wrote a letter to all of them.
He said, hey, you have millions and millions
of members on your platforms.
They all have birthdays registered in the platform
and people looking for a way to wish each other.
It would be amazing if you added a charity button
away for you to give up your birthday
and let people donate for your birthday to the cause.
He gets no reply from Facebook.
He gets no reply from MySpace
and he gets no reply from Bebo.
So he's like, ah, whatever, didn't work.
Now, a month later, Michael Burch from Bebo says,
hey, Scott, sorry, I missed this.
We actually just sold the company.
So he just sold the company for \$850 million and he said,
you know, so I can't really implement this here,
but you know what, I'm in New York.
Let's just meet up for an hour.
And so he goes and he meets with them.
Scott gives them the full pitch.
Michael's like a British guy.

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He's pretty reserved, you know, in person.
He's, you know, British people have like a dry sense of humor too.
So they're not like the most like emotive when you're talking to them.
And so Scott basically feels like, oh, I told this guy what we're doing.
He basically didn't flinch and he moved on like whatever.
And he had six weeks of runway left in the bank.
He's like, ah, that was my last, that was my Hail Mary.
I have six ones, six weeks of runway left.
And then this whole thing ends, but you know what? We did some good work.
And then Michael wrote him an email right after the meeting like the next day.
And he just said, hey, Scott loved our chat. Send me your wire instructions.
I'll send you a million dollars.
Use it however you wish.
Keep rocking.
And the million dollars kept them going for one more year.
And then since then, they've now raised hundreds of millions of dollars for the charity.
They're like one of the biggest privately backed charities because they have this 100% model.
And Michael got them in with other kind of wealthy tech people.
And they all liked this idea of like accountability, transparency, and closing the loop on giving and feeling the impact.
Like that just feels right to the kind of the new wave of rich people.
And so it's like taken off since then.
That's the crazy story of Charity Water.
You just gave them a 30 minute infomercial.
Yeah, I don't feel bad.
I've been with them to Africa.
And literally, it's not only like changing lives, but when he goes there, people literally, and he's the most humble dude, but I went to the village and people literally feel like he's Jesus.
A, because it's like a white man who comes to this village. He's like the only white person ever in the village.
And B, because he like, whatever he's doing

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when he leaves here, somehow results in fresh water being given to our village.
And they're like, thank you.
Whatever you're doing out there is God's work.
That's badass.
I should give to him.
I have not, but after that pitch, I will.
All right, a quick message from our sponsor.
I was thinking about the shortest day of the year earlier.
And while we technically have the same amount of time as every other day of the year,
the lack of daylight makes it feel so much shorter,
which is exactly the same kind of feeling as working with disconnected tools.
Our work days, the same length as always,
but before you know it, we spent three hours just fixing something that was supposed to be automated.
Thankfully HubSpot's all-in-one CRM platform can serve as a single source of truth for managing your customer relationships across marketing, sales, service operations with multiple hubs and over a thousand integrations and an easy-to-use interface.
HubSpot lets you spend less time managing your software and more time connecting with your customers.
Learn how HubSpot can help you grow your business at [HubSpot.com](https://www.hubspot.com).
Can I, let me tell you about someone interesting.
Have you heard of a guy named AJ Patel?
I bet you haven't.
Never heard of him.
What is he?
You have not heard of him and you're going to be surprised that you've not heard of him.
So this guy's way low-key.
And I got interested in the space because I've been really interested in low-sugar products.
Whenever I'm in New York or particularly New York because I go to like corner stores all the time, you see like moms with their kids and they buy like Hawaiian punch or like fucking Gatorade.
Like you-

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It's a sugar factory.
A corner store and a grocery store are sugar factories.
It's sad and I feel horrible.
Like sugar dispensaries maybe.
Yeah, it's horrible and it's because maybe that's just more convenient but and people just, I don't think no better.
So I've been doing research and I found this guy named A.J. Patel.
So listen to what this guy's done.
So he started at this, he's only 32.
So he started this thing called Smooth Viking which was a men's grooming business that he sold.
Then he started Insta Naturals which is a natural-based skincare business.
It did \$55 million in 2018.
And it's been, I mean, it crushes it.
And then he started ZenWise which was a plant-powered vitamins and supplements.
And it was doing okay.
Like five to \$8 million in revenue.
But then he was like, the thing about vitamins, like people are, a lot of people are asking me for vitamins for my pet, for their dogs, for their cats.
And he was like, that's cool.
And it's even cooler because you have no idea if it works, right?
That's the funny thing about pet stuff.
And I give my pet vitamins and I'm like, does it work?
I have no fucking idea.
Right.
But I'm doing it.
And so he starts this thing called Zesty Pals.
And Zesty Pals is kind of amazing.
And so he kind of creates a strategy where he does two things.
The first thing that he does is he spends a lot of money up front on making the brand really good.
A lot of guys, a lot of times guys like you and me will just kind of throw something up there.
Yeah. Like an MVP, right?
The minimum viable product kind of looks shitty and crappy at the beginning.

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Yeah. So he hires a agency or a branding agency and they help them make Zesty Pals look really great. And then his whole goal is to first dominate Amazon, then go to retail.

And I was doing some research and I used Jungle Scout and I also watched a bunch of videos.

So Zesty Pals recently sold for \$610 million.

It's estimated on Amazon.

They're doing around \$8 million a month on Amazon only.

And then probably another \$7 million through their retail outlets.

It costs around \$8 to wholesale and it sells for \$26.

So they could have been doing around \$40 million in profit when they sold and they sold for \$610 million.

Now, the reason I'm bringing this up, his new thing is called High Key Cookie.

And I've noticed that when you look up High Key Co-Founder, they don't mention his name.

He's trying to hide it for some reason.

I don't know why he's trying to hide.

I don't know what his deal is.

He just prefers being low key.

But he doesn't talk about it too much.

I think he just prefers being low key.

But High Key is basically low sugar cookies and he's doing the exact same thing where he's getting on Amazon and he's ranking and he's got 60,000 reviews.

And it's a pretty new product already.

It's pretty amazing what this guy's doing.

He's doing the same strategy over and over and over again.

Are you looking at High Key Cookies on?

I'm on his LinkedIn right now.

So he's listed as the co-CEO.

And he looks like he's in Florida.

How did you hear about this person?

Two different ways.

I was researching low carb cookies because I'm fascinated by that.

Right now, some current obsessions are low sugar cookies and low sugar ketchup.

And other sauces.

And I was researching and I saw High Key

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and I remember a friend, our mutual friend, told me about this guy who had this thing called Zesty Pause and his whole strategy was to dominate Amazon and then go to retail.

Wow.

Very impressive.

Very few people have done what this person has done.

I think he's 32 years old or 31.

Yeah, that's pretty impressive.

Have you tried Fat Snacks?

These are cute cookies.

So I have a list here of companies that are interesting

and I did try Fat Snacks

and I thought that they were fine.

I thought they were okay.

But the problem that I have,

so I eat Quest all the time.

Are you familiar with Quest Bars?

Yeah, I like the Quest Chips

because I'm a chip guy, I don't have a sweet tooth

but the Quest, they basically have a version of Doritos.

And honestly, they're like the only keto snack that I actually like,

it actually replaces the craving, you know?

Yeah, so I eat a ton of Quest,

but there's like a big background here.

So how do you say his last name, Tom Billu?

He spoke at our event, Hustle County, he's a pretty cool guy.

This was actually one of the first D2C kind of home runs.

So basically they bootstrapped this company and within five years sold it for a billion dollars.

And they were making, I think Tom's mom

or someone in his family was really overweight

and he wanted to create a low glycogen food,

lower carb food for his overweight family member

and he's like, I just need it to taste good

so we can replace candy.

And so he creates this thing and revenue is doubling,

like every month that eventually they sell it

for a billion dollars when they get to a hundred million in revenue, but it's quite controversial.

So I eat them, but a lot of people don't like it

because it has sucralose.

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Or is that how you pronounce it, sucralose?

Yeah, that's right.

And it's basically like a sugar alcohol
and they also put a lot of fiber in it
and so their protein, a lot of people don't like it
because it's like not the best protein.

It also has palm oil, a lot of people don't like palm oil.

So a lot of like health nuts,
including Justin Meyers who I talked to about this,
they don't like it because it just kind of got some shit
in there, but frankly, I love it.

But the reason why quest bars are amazing
is because they are in every fucking store.

If you go to a 7-Eleven or a gas station,
they're gonna have quest bars.

Whereas a lot of the other stuff,
the reason why I don't consume as much
is they're just not convenient.

And so anyway, I'm getting incredibly fascinated
with these low sugar products that are in every store.

Well, I like the idea of the low sugar sauces.

I think low sugar ketchup is a great one to go after.

Who's doing that?

Is that a business that's like saturated or?

No, it's not.

That's a great idea.

I think it's fantastic.

And the reason why it's fantastic
is when you're trying to eat lower carb and eat healthy,
mustard has no calories and no sugar in it.

Barbecue sauce is shit.

Ketchup, very high sugar.

You know, if Heinz has a \$45 billion market cap,
they make something like \$7 billion a year
just in sauces and condiments.

Most of it is basically ketchup.

And ketchup is crazy high sugar.

They're ketchup.

The reason why it's that bright red
is there's a ton of sugar in it.

And there was a company called Primal Kitchen
which sold for \$300 million in 2018.

It was started by this guy

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who kind of looks like an old version of me.
His name's Mark.
What's his name?
Mark Sisson, I think his name.
You'll have to look up Mark Sisson, S-I-S-S-O-N.
I believe that's his name.
And he had a whole line.
Dude, he does look like an older version of you.
That's hilarious.
Yeah, he looks like it.
He is ripped.
This guy, I don't know how old he is.
He looks like he might be.
I think he's like 70s.
60s, yeah.
And he is like absolutely shredded, which is impressive.
Well, I meant his face.
We kind of have like similar faces, but older.
Dude, this guy is, this is you, man.
This is going to be amazing.
Wow, you're going to look like this.
So he's 68 years old.
Wow.
Crazy.
And so he had this business where he had a blog.
He's been a blogger forever, a health blogger.
And he created Primal Kitchen, which is a,
they make dressings.
Dude, the dressings and ketchup are the worst.
Dressings have so, like an Italian dressing,
so much fucking sugar in it.
It's like, oh, I'm eating a salad.
It's like, how's a salad like 1200 calories?
Cause the dressing.
So I've been like super curious about this.
And tell me what you think about this.
The problem with a lot of D to C companies
is that the cost to acquire a customer is stupidly high.
Right now it's, I think it's the highest it's ever been.
Ever.
Especially the highest it's ever been, yeah.
Correct.
But particularly with the Facebook change

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and competition, it's just getting high.
So our friend Andrew created this thing
where basically he, this was illegal what he did,
but like whatever it happened,
he created a menu and put it on Uber Eats
and was just like making low glycemic muffins.
So I guess like almond flour muffins at home
and putting it on Uber Eats.
And he just like made the branding really cute.
Could you just create like one of these high key
or these low carb cookies or something like that
and just put it on the local Uber Eats,
start getting customers, put like a coupon code in there.
I mean, I feel like that's an interesting way
to kind of hack customer acquisition
for a lot of these D to C things.
Yeah, I think that is kind of interesting.
Although I don't know how many people are gonna like order
just like even a bakery.
It's like, okay, yeah, you're getting like, you know,
a dozen muffins or cookies or whatever.
Like, I don't know if people would just go order
like a sauce or something, right?
Like that's not gonna work.
No, no, I don't think they could work.
I don't think they would do cookies,
but have you heard of insomnia cookies?
And by the way, it's only illegal
because he just didn't have a commercial kitchen
and a license, right?
But like, you could easily do that, right?
You could do the same exact thing if you're just,
if you're not doing it out of like a home kitchen
or whatever, you just need a permit, right?
That's the only problem with it.
Yes, correct.
Have you heard of insomnia cookies?
Yeah, they're insane.
Yeah, they're insane.
They're amazing.
I'm just thinking like, I think you could do that
from a cloud kitchen and then start selling them online.
I totally think you do that.

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Crumble is also like growing like crazy right now.
I think it's one of the fastest growing franchises
is Crumble Cookies.
But let's get back to this catch up idea.
How do I convince you to start this company?
Cause you would crush it.
It's in your area of expertise.
It's a beautiful market because huge, like huge demand
and it's a consumable, so you run out
and you have to keep re-buying, replenishing.
And people use a lot of sauce
and you could turn this into a whole,
you could extend into other sauces,
but if you'd start with ranch or you start with ketchup,
you'd get like a huge number of people, barbecue sauce,
like just two, three skewers, you could do this.
And then with your marketing prowess,
like you could build,
you could literally build like a \$500 million company
for this in like four years.
I think it's amazing.
It's very interesting to me.
Why are you not doing this?
I should.
The other day I went to the store and I bought ketchup.
The other day I went to the store and I bought ketchup
and it was like a, I didn't realize it was near Halloween
and they called it blood tomato.
And I thought that meant like,
oh, like it's like some weird category
where it's only the tomatoes and no sugar.
And I bought it and it was just normal Heinz.
And I've been eating this shit all week
because I don't want to throw it away.
And it's horrible.
The sugar in Heinz is, it tastes good, it's dog shit.
So what are we gonna call it?
So Sam's sauce?
What do we call it?
What do we call it on the brand here?
Fuck.
Southern Sam's sticky icky?
Yes, there we go, dude.

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Yes, there we go.
Oh my God, dude, Southern Sam is such a good brand.
I'm not joking.
Like, okay, I'm just gonna use you as the face of this.
I'll build the brand.
I'll do all the work maybe
and actually launch this thing.
Dude, this is an incredible idea.
You like Southern Sam's sticky icky?
Like, yeah.
If you want to pre-buy Southern Sam's sticky icky,
you need to just, I don't know, DM me on Twitter.
If I Twitter is SeanVP DM me and say,
I'm in on Southern Sam's sticky icky,
which is this first sauce that's coming out.
And it's gonna be a, I mean, you're a fitness influencer.
So you gotta have that balance.
You're gonna have the health aspect.
We know that.
We've seen the body.
We've seen the videos.
What we need now is that flavor.
But Southern Sam, he's been,
this is what you needed back when you had your hot dog stand.
You just needed the condiments.
You just needed, it's a full circle.
Oh my God, I love it.
Have you heard of Sir Kensington Ketchup?
Yes, my buddy, our buddy invested in it.
Who?
Oh, okay, great.
It's sold for \$140 million.
Yeah.
And I think it undersold.
It's sold, you know, it's sold early on, yeah.
But I think at that time also,
like I think selling helped them get into retail in a big way.
And, you know, that's one of the good things
about selling these companies is like,
if you could do the branding,
you could do the cult online following.
You can do the D to C online marketing side.
You actually almost want to leave some dry powder

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for the acquirer.

You wanna go to the acquirer and say,

yeah, we're doing amazing.

And we don't even know how to do retail.

You guys know that, right?

You guys know, you got a buddy you play golf with

who does Target, who does,

I guess Safeways nationwide on the, you know,

you have the guy in the Rocky Mountain region

for Whole Foods, he's your ex frat buddy.

Oh, fantastic.

Like you should just buy this and then, boom,

you already have your growth story baked in

of how you're gonna improve this.

And so that actually helps you sell the companies

to have that dry powder of what can the acquirer do?

They don't wanna see a lemon that's just been squeezed

all the way, all the juices out,

cause then it's all priced in.

Dude, maybe I'll go to the store,

like right for this,

just go buy a bunch of organic and low sugar ketchups

and see what's out there.

Like I'll be the first to admit the sugar in there

makes it taste so good.

I mean, I'll just eat ketchup with a spoon.

That's just so good.

Dude, this is the idea.

Okay, okay, okay.

I got full, last episode it was like,

ah, what can we do with this marketing budget

that will like make for a good story

beyond just, you know, direct response ads?

This is what we should do with the marketing budget.

We should be showing,

it would do case studies,

basically do a fully open business.

Basically we should show how we would build this business

from scratch and Southern Sam's Secret Sauce

is gonna be the first place that we start.

We just, we take 10 grand, we take 10, 15 grand

and we put that, instead of going and saying,

hey, listen to our podcast,

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we actually just tell the story
of how we're building this on the podcast
and that will make people want it to an end.
They'll see the growth and they'll see the success story,
which is ultimately what this podcast is about.
Brain storming great ideas
and then talking about how you would bring them to life.
It's definitely interesting.
I think it'd be fun.
I gotta go to the store though and buy a bunch of them
and see what they're about
and see if they taste good,
but this primal kitchen one
seems incredibly interesting.
And I would imagine that these,
I bet the multiples for selling these,
I would imagine they'd be all right, right?
They'd be pretty good
because the repeat purchase rate on catch up is crazy high.
I would have to imagine.
Yeah, I think you can safely sell for,
somewhere between two and four X revenue,
depending on what your story is.
So how fast you're growing,
how big that market is, et cetera, et cetera.
But I think two, even up to five times revenue
is possible for a brand like this.
But yeah, I'm only going off a couple of data points.
Maybe those were outliers that I know about, I'm not sure.
Yeah, I got it.
I'll go do some research.
I'm gonna figure out, I'm gonna,
I'm going after the big catch up.
Yeah, exactly.
We're going after big red.
And we're going after, we're going after big sugar.
I also think maybe a gum line, how about gum?
You like gum?
Sure, free gum?
No, most gum is sugar-free.
You know what's like the best sugar-free gum is trident.
What's better than sugar-free?
We have to go to the next level.

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We have to be like xylitol-free.
Dude, trident.
You remember trident?
Remember how trident is like dentist recommended?
That's been sugar-free.
Yeah.
Well, we are all for her recommended.
We're southern recommended.
Who the fuck choose gum?
If anything, you're gonna do gum with caffeine in it.
There's this guy named Nick Simmons.
He's got this business called Run Gum
and it's gum with caffeine in it.
How's that company Lucy doing?
Isn't that what that is?
Yeah, so I invested in a nicotine gum company.
I think it's only doing okay.
Gotcha.
I love nicotine, though.
Here, let me show you what I have in my pocket right now.
Can you see this?
I see, it's a little fuzzy, but I see like a vial
of some kind, what is that?
It's nicotine lozenges.
And there's a subtle one.
It's like a cough drop?
You just put it in your lip
and you just kind of suck on it.
I love nicotine, man.
Is that the same thing as a pouch?
Is it lozenges, same thing as a pouch?
No, there's no tobacco.
There's no tobacco.
It's literally just like a mint.
It's like a mint that has nicotine in it.
And that does what?
Why do you do that?
To quit smoking or to give you a buzz?
Yeah, so like I like cigars and so if I could,
I would smoke cigars all day.
And so now I can go like two, three weeks without a cigar
and I just like sucking on these things.
I feel like nicotine does have a lot

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of interesting advantages.
And I don't know if nicotine is inherently bad for you in itself.
I know that the tobacco is.
So I bumped into this guy on Twitter and go to, go to, it's Oklahoma, or just Google Oklahoma Smokes.
Have you heard of this brand?
No, but I love it.
So Oklahoma Smokes, almost like a sister brand to Southern Sam, sticky icky, but Oklahoma Smokes.
So this guy was like, oh yeah, I have this like agency and we were doing kind of like branding for other products.
And then we launched our own product, Oklahoma Smokes.
And it's basically, it's an alternative thing you could smoke.
It's like an alternative cigarette and it's got no nicotine and no tobacco, but it's got the form factor of a cigarette.
So you light it up, you smoke it, you puff it out, whatever.
And, and it's doing really well.
So he's got like a good amount of traction.
And I was like, wow, that's great.
Like, you know, what's, and so I looked him up in the kind of like ad library and I was like, dude, I don't see any ads.
He goes, oh yeah, you can't advertise for this on Facebook or like pretty much any ad network cause they don't want you advertising cigarettes, even though this is like a nicotine free tobacco free.
And he's like, so it's all just organic, like TikTok.
Basically people just post about it on TikTok and it goes like kind of viral on TikTok.
And that's where all the growth comes from.
It's just people organically talking about it on TikTok.
And I was like, wow, that's the website.
The website is very nice.
The branding is great.
The whole thing is really well done and I like it a lot.
So, you know, maybe, maybe we work with their agency for our brand.
All right, we got it.

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It's all coming together.

They are the agency.

That's what they were doing for this.

Are they based in Oklahoma?

No, I think it's just a brand.

Like the dude was like, just like some Indian dude.

Although I'm an Indian dude, I was born in Oklahoma.

So I guess, I guess maybe they do have some Oklahoma roots.

I'm not sure.

But I think it's a lot more like,

how do they live?

Isn't this just like,

isn't that an amazing brand name?

Oklahoma.

This is amazing.

Oklahoma Smokes, it sounds like a band.

I want to wear an Oklahoma.

It sounds like everything I want to be a part of.

Yes.

Oklahoma Smokes.

Oh, that's phenomenal.

That's a brilliant name.

Right.

Like if that was my nickname,

you know, I'd be a happy man.

So.

And they're doing,

look at this company.

They're doing no Nick November.

So no nicotine November.

And they're giving it discounts.

No sauce September, baby.

No sauce.

This is good.

I like these guys.

Where do they live?

Do you know?

I have no idea.

I don't even know if he wanted me to shout it out.

Everybody's probably happy with it,

but I've never tried it.

I don't smoke.

So it's like not a product I would use.

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I just thought the branding was extremely well done.
And so I kind of added it to my swipe file of like,
oh, this is not,
this is a great name and a great brand here.
And a really cool product idea and challenging.
You know, it's, it's doing well,
but it's not huge because very hard to grow.
Very hard to market something like this
through traditional channels.
So I don't know what they're going to do.
You know, hopefully this gives them a little spike
or whatever.
But you know, I think that's the hard part
about a business like that.
You want to do one more?
Yeah, let's do one more.
Do you have one or you want me to pick one here?
You.
We didn't do our news thing.
I kind of hijacked it with the long ass Chris Harrison.
It's not Harrison's story.
Pick one of the two.
Let's do the Zillow thing.
So, so the funny story about this Zillow thing.
So Zillow came out and they said,
Hey, we are shutting down our eye buyer business,
which is basically where they would just,
you want to sell your home?
Boom, we'll give you an instant offer.
Our algorithm will do a calculation and spit out a price.
You don't have to go through a broker.
You don't have to stage your house.
You don't have to do like three months of showings.
Like we'll just give you an offer today.
You can sell your home today.
And the idea was, this was, you know,
sort of an idea they stole from open door.
So open door was a startup
that was built to do just exactly this,
instantaneous like instant sales of houses.
And Zillow saw open door growing and value
and now open doors public.
And they created a couple of years ago,

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their own in house like competitor.
They really copied that feature,
but it didn't work.
So they got stuck.
They just came out and announced,
Hey, we lost \$500 million this quarter.
Oops.
We're going to lay off 25% of our staff.
And we have 7,000 homes that we need to unload
because we're getting out of this business.
And they're getting \$2.8 billion.
They're getting out of it
because they also are getting criticized constantly
because Zillow is what everyone uses
to get comps for homes.
And if the person also buys them,
you could easily manipulate the price of things.
So if you, they can buy a home in one neighborhood
knowing that it's going to increase the,
a lot of different things.
And it's competitive with their core business.
So they're, which I give them credit for
because most companies,
they wouldn't do it for all these reasons
we're mentioning right now.
They would just stay out and they would get disrupted.
Zillow tried to not get disrupted
to try to add this feature,
but like their core business is basically
settling to agents, right?
For consumers, they give you price information
and you're supposed to be a trusted source.
So that's one challenge.
The other conflict was the main businesses,
agents buying leads from Zillow.
And if Zillow is the buyer,
then they don't need the agents.
They are their own agent.
And so they were competing with themselves in many ways.
So anyways, they're getting out of this business,
you know, big kind of what do you call it?
Like a scar from like, you know, a bruise
from going after this.

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Their stock price is just in the shitter,
which is ironic because we're in this group chat
where from months, like last year,
basically these guys have been,
our friends have been like pimping out.
Oh dude, Zillow, Zillow is a great buyer.
Yeah.
And I went and bought \$25,000 worth.
Exactly same.
I bought, I don't know, like 50 or \$100,000 worth of it.
And I'm down big.
Everybody in the group is down big.
Yeah, we're all down like somewhere between 30 and 40%
or something on this.
And I agreed with it.
I thought, I think Zillow is the greatest thing ever
because to me, like what do you do
when you're in a fancy neighborhood?
Even if you're not buying a home, you just go on a Zillow.
You know, it's a category owner, they own it.
Right.
Yeah, so, you know, Zillow,
the stock is down big right now.
The funny thing is,
Open Door stock also took a beating.
So they're down like 12% just on the news
because Zillow failed at this.
People are like, ah, maybe Open Door
is also going to fail at this.
And then they came out with this God awful.
Did you see this tweet that they did that Open Door did?
It's the worst.
It's the absolute tone deaf idiot.
Just, you know what the best thing to do is.
I'm going to read this to make fun of them.
So listen, you know what?
Do you remember what Biden did
when he was running for president?
Which part?
For getting some words?
He shut the fuck up.
Because when you have a guy.
He came in the basement.

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Yeah, when you have a guy like Trump who does all the talking and like is his own or sent to me. You shut up. You hide and you don't say a word. That's what Open Door should have done. They should have locked themselves in the basement and said, everyone is forgetting to mention us even though we do this exact same thing. You just shut up. And that's what they should have done. Yeah, or they should have come out cocky. They should have come out and posted a chart of how much ass they were kicking. And just be like, you know, this is, you know, this does, this is a hard business or it's not for everybody. And then just post their chart of themselves kicking ass at the same time as he was dying on the same business. But instead, I'm going to read this word for word. You tell me if you understand 1% of this. Open Door just randomly tweets yesterday. We're in the midst, first of all, don't say midst. We're in the midst of a generational shift towards a fully digital experience comma with large comma unmet need for seamless experience in real estate, period. What a circle jerk. I think then they've replied to their own tweet with our track record of executional excellence and many years of investment and consumer experience technology pricing. There's, they're just saying words, comma, technology, comma, pricing, comma, and operations, comma. We are well hyphen positioned to meet consumer demand with a best comma in class product and service. Open Door is open for business. We have demonstrated strong growth, unit economics. We are energized to help homeowners nationwide with simplicity, certainty and speed. I saw this and I was like, what the fuck? The funny part, the ironic part is, this is done by somebody who's like, their comms, their job is comms, corporate comms. They're a communication professional.

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This is their actual job.
You wanna know, they forgot the number one most important rule about copywriting.
You know what that number one rule is?
No one cares about you.
They only care about themselves.
Exactly. That's the number one rule.
If you remember that, you're gonna be, you're gonna be 90% of the way there.
No one cares about you.
They only care about themselves.
It's like when you go to a website and they go, we've been in business since 1994.
Our pure, our passion is to serve you, our dear customers.
We've been serving customers for a long time and we know that we're gonna have a lot of high integrity when we handle you.
It's like, I don't care.
No one cares.
No one cares.
Yeah, exactly.
They violated all the rules.
What's another rule?
Don't use words like that.
Yeah, exactly.
Talk like you speak, right?
Talk like you speak, sorry, right like you speak and then use like, you know, eighth grade reading level.
This is like, you know, 20th grade reading level and it said, none of it, none of it makes sense to the average person.
They also didn't say anything of interest.
Like, what did this mean?
This, all this meant was, please don't sell our stock.
Please don't sell our stock.
Please, please, please, please don't sell our stock.
We didn't make the mistake.
They did.
And there were so many better ways to do this.
So that was, I thought, a very poor job.
So I think there's this idea.
So like, when I was running the show basically at the household, my staff would be like,

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we need to change the landing page
or we need to change the footer.
And I'm like, well, why?
And they go, well, because it's been the same forever.
And my analogy was always, yeah,
but you're thinking about it this kind of poorly.
For example, our office was on a corner
and there was a billboard right there.
And I would say, how many people do you think
are gonna see that billboard for many, many times in a row?
And they would say, well, most people
are probably just passing by.
And I go, yeah, I would agree with that.
Now, of course, you and I,
we've been sitting here for a month now
and we see that same billboard every single day.
So we're kind of sick of it,
but nine out of 10 people are just passing by
and they're seeing it for the first time every time.
What you need to remember is that most people
are not just sitting there.
They're just a parade, you know, walking by.
And that's what like Open Door kind of like realized,
they're like, oh, well, yeah, most people like,
so they're probably in the thick of this
and they're seeing Zill flip out.
And they're like, everyone is talking about this.
Everyone's thinking about us.
I was like, no, no, no, no, no, no.
You are, but most people don't give a shit.
Just shut up.
Just be quiet.
Hide.
Now's the time to hide.
Yeah.
So yeah, I saw that.
And our friend did something pretty funny.
Yeah.
So Moise Ali, he tweeted out.
And I love this tweet, by the way.
This is just a-
He's a very good writer.
A great cocky tweet.

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So he goes, dear Zillow and Rich Barton, the CEO of Zillow, who by the way is badass.

I'm sure today is a tough day.

I'd like to purchase all the homes you have on your balance sheet in one transaction.

Is that something you'd consider?

I will pay cash and close it in 30 days.

No contingencies or financing delays.

Best comma M.

Signing off with the initial is the power move, by the way.

I will never ever write my full name again because the initial is so good.

And this is great.

Obviously he's not gonna buy \$2.8 billion worth of stuff himself, but-

But maybe.

Maybe.

Maybe he's got some strategy here.

Maybe he's got some money he could tap into.

I'm not sure.

But yeah, also just like hilarious tweet in a way to kind of be out there on Twitter and ride the wave of something happening.

Yeah, I thought this tweet was brilliant.

He's a troll and I love when he trolls because he trolls in a very smart way.

Yeah, he's a cocky troll.

And the weird thing is,

how did they lose money doing this?

So from what I can tell, the single family homes, which is what they were buying, seeing a family home market is like at an all-time high.

Like people from COVID are, there was the great reassessment, which is what happened during COVID.

Everybody reassessed their job, their, can I work from home?

Oh wow, I didn't need to travel for business.

I could just do a Zoom meeting and actually it works.

Do I need a gym membership?

I could work out at home.

Do I like this job or actually, maybe now that I have this break,

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I can think about what I really wanna do
and I pick up this hobby and maybe when I'm at home
and this marriage, this marriage sucks,
maybe I should reassess that.
There was the great reassessment.
And during that, a lot of people moved.
They moved for different reasons.
If your job is remote,
you could leave high-priced places like California
and New York, you could relocate to other places.
If you're at home all the time,
maybe you need more space
and you wanna buy a bigger place
with a bigger yard and bigger office space or whatever.
So people were buying more than ever
and they were buying single family homes.
So people were leaving the cities.
And so condos were down inside San Francisco and New York,
like 15% and single family homes were up 15, 20%.
So I don't fully understand,
and I'm sure there's a totally logical explanation,
but it's like, how did you lose money
doing the one thing that everybody wanted?
You were buying and selling single family homes.
And I think what they said was,
the price was too unpredictable.
So we weren't able to do as well.
And the other thing they said was,
there's a labor shortage.
They couldn't get people to come flip the home.
So like do the repairs you needed to flip the homes.
So yeah, I'm sure like that's really hard,
but that's crazy.
They weren't able to do it in like a bull market.
Yeah, I think it's nuts.
It doesn't make me like them anymore.
And I'm a shareholder, I'm bummed.
I guess they should have just stuck to what they did.
You're gonna hold your stock or you're gonna sell?
I don't sell.
So yeah, I'm gonna hold.
Okay, cool, me too.
All right, anything else you wanted to do

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or we can wrap it up here?
We'll wrap it up here.
Don't forget to go to, what was the URL?
Ratethispodcast.com slash MFM as in my first million.
So rate this podcast.
Go leave us a review if you get,
if you get enjoyment out of the show,
that's kind of all we ask.
Helps us move up the charts,
helps us get more downloads.
Go subscribe.
I think we're gonna do one more thing.
I believe what we're gonna do,
I'll kind of like, I'll say briefly,
I think we wanna do something where you get,
we're gonna have a budget of like up to 20 grand a month
and the people who create clips for us, Sean,
and get the most views,
we'll give them a little bit of money.
Ah, okay, I like it.
Yeah, I think Van or Jonathan came up with that.
Okay, I like it.
They paid to listen, so it's a good deal.
Well, you get paid to chop up clips
and to be creative, so kind of a good idea.
All right, all right, that's the pod.
I feel like I can rule the world.
I know I could be what I want to.
Put my all in it like the days off on the road.
Let's travel, never looking back.
Bye-bye.