

[Transcript] My First Million / MFM Mini - How to Turn Any Bad Experience into a Good One

All right.

Quick break to tell you about another podcast that we're interested in right now, HubSpot just launched a Shark Tank rewatch podcast called Another Bite.

Every week, the hosts relive the latest and greatest pitches from Shark Tank, from Squatty Potty to the Mench on a Bench to Ring Doorbell, and they break down why these pitches were winners or losers, and each company's go-to-market strategy, branding, pricing, valuation, everything.

Basically all the things you want to know about how to survive the tank and scale your company on your own.

If you want to give it a listen, you can find Another Bite on whatever podcast app you listen to, like Apple or Spotify or whatever you're using right now.

All right.

Back to the show.

Some of you might have heard me tell this story before, but I'm going to do it again.

This is a story that my trainer told me, my coach, my trainer, basically I hired this guy to help me lose weight, and he, yeah, we work out, but we also, as he likes to say, we also work in.

He's kind of like a mental coach while doing physical personal training.

Anyways, he came over and I said, I was like, what's up?

How's your day?

He goes, dude, you won't believe my day.

I said, boy, I said, what happened?

He goes, so I've been on the down-low stressing about my car for like two years.

I said, what's wrong with your car?

He goes, nothing's wrong with my car.

What's wrong with my car is that my license has been expired for two years, and every time I drive it, there's this little part of me that's like, oh God, I hope I don't get pulled over and have this expired license, it's going to be such a pain in the ass.

And the only thing worse than that is going to the DMV and actually getting a new license, so I haven't done it for two years.

So I said, okay, well, what happened this morning?

He goes, I went to the DMV.

I said, well, why did you go?

What happened?

And he goes, well, I woke up this morning and I felt that same underlying stress, right?

These like, everybody knows what stress is like when there's like a big hairy problem or something really big looming, but those aren't the real killers.

The real killers are these silent persistent stresses or the things you just live with day in and day out.

They just eat at you.

They become a part of you.

And he goes, I kind of noticed it was there and I decided, all right, I'm getting rid of this today.

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I'm not living with this.

All right, I'm going to the DMV.

So he said, well, if I'm going to go to the DMV, I'm going to go to the DMV on my terms.

What does that mean?

So he said, he went on Yelp and he looked up his local DMV and like you might guess, not the best ratings.

So I think it was like a two, two and a half star, you know, rating on Yelp.

He goes, okay, the DMV is a two to two and a half star experience for most people.

I'm going to have a five star experience.

I said, what?

He goes, yeah, I decided I'm going to have a five star experience at the DMV.

I'm going to say, how are you going to do that?

I'm going to be a five star customer.

So what do you mean, he goes, I'm going to walk in there like I'm a five star customer and I'm going to have a five star experience and I'm going to have a five star experience.