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.
Drug dealers, online drug dealers and like spam dexing and like there's still shady shit but less.
Are you intimidated?
Why are you?
He said he took a run before this because he was nervous.
No, because I've been on a lot of podcasts, but like they're usually kind of small.
You know, it's like, I see you guys as like Joe Rogan for business.
So it's like this one step above is like Joe Rogan and then it's you guys.
And then below is like, yeah, I don't want to diss all the podcasts I've been on.
They're amazing.
But you know, like this is like a level.
So, but it's good, you know, I'm a big fan.
It's a feeder levels.
So and you also don't know what Sam might ask you because Sam might just come out of left field and be like, yeah.
No, but that's the thing.
I was thinking like Sam is like, it's not a regular interview, you know, he asked some crazy shit.
So wait, first of all, I don't know if that's true.
I don't know if we, first of all, it's not just me.
It's you too, Sean, to ask weird stuff.
But also I don't think we asked that weird of questions.
I think we asked the questions that everyone's thinking.
No, that's true.
But I mean, you're not yes, man.
Like, you know, there's yes, man podcast where like they just it's kind of like a fan thing.
Obviously that's not you guys.
You have real shit.
Real questions.
And I think it's more interesting as well.

Can we Sam, can we share the thing you were just telling us in Slack?
Can I share that on here?
On the pod?
Yeah.
Which one?
The Sampar strategy for networking.
This is, you know, you can go to Harvard, you can go to Stanford.
You're not going to learn this one.
Sam has this habit where if like, you know, it's a very small little tweak, but it's just so Sam that it just is awesome.
So if you're, if Sam wants to hang out with you, he'll text you just like a normal person would, but and he doesn't need to even know you.
He's just like interested in you.
Maybe, maybe it's a cold DM, maybe it's a text message, maybe he got your number from somebody else.
Like, Hey, it's Sam.
Uh, you know, I'm in San Francisco, but instead of saying want to hang, Sam will just go, I'm in San Francisco.
Let's.
He said me some shit that I won't say a lot, but yeah, but I think it works.
Yeah.
So Sam, what, what is this?
And why does it work so well?
It's like a phrase.
You know, like people will be like, uh, you know, I fuck with that guy, like I fuck with Drake.
I like Drake.
It, it, it extends from that.
And I just say it and people, uh, they reply.
I don't know.
I just, this particular one, it was a CEO of a multi-billion dollar company who I'm friendly with.
I just said, what's up?
I'm in your hood.
Let's.
And he goes down when like it worked out.
It's amazing.
And now, so normally we try to play it cool, but we've actually been chasing you, Peter.
You've been, we've been talking about your projects.
We've been being like, Hey, we got to get this guy in the pod.
Sam is a fan of you for sure.
I would say I am less of a fan than Sam, but I am a, that doesn't mean I like you.
It's just, I'm more in the closet about it, whereas Sam is very open.
Sam's like, this guy's amazing.

This guy's like an artist.
This guy's got great hair and you do have great hair.
So it's all true.
And now we finally got you here.
And it was hard, I think, right?
Cause you like don't do, you don't schedule or something like that.
Like, I mean, it, it, like he's, it looks like being an ass, right?
I don't need to know if you do that, but I like, you guys, I would get so many DMs
and they're all like, I mean, generally they're very low quality DMs, right?
Like I want to collaborate, but I don't want to invest.
Uh, I don't want to, like people want something from you.
I think it's like being a hot girl in the club, like people want something for you,
but they don't want to invest the time to actually get to know you or, you know,
you feel like an object and I don't like to feel like that.
And I want to, um, spend more time with, you know, like with my friends in real life,
with, uh, my girlfriend or something.
I want to spend time on, in the gym, you know, on my health and cooking food
and that kind of stuff, go for walks.
And, uh, I think because I, cause I've been doing this for 10 years,
like startups, like eight years, and now I get the money's going well.
So I don't really need to do any calls anymore, any DMs.
So I'm just trying to create a more chill life and I'm not an asshole.
It just means like, I don't have time to rep, to reply to everybody.
So I close my DMs and then people go really angry on tweets.
They're like, why don't you, why do you close your DMs?
Are you arrogant and stuff?
So I wrote a blog post, like kind of explaining my day and my routine
and what I do in a day and that I don't really have time.
If I do all the things I do now to also DM everybody and reply everybody
and do calls and stuff.
Um, and that's pretty much the arguing argument for it.
Let's give the context.
So let's explain who you, who the heck you are.
So, uh, your name is Peter Lovells.
You're known on, um, Twitter as levels IO, right?
Yeah, that's the, uh, that's the right way to say it.
I saw you a while back.
I'm just going to say some interesting things about you.
I believe that you can correct me if I have any of these wrong.
I believe you publish how much you make every year.
And in fact, it's in your Twitter bio in your location.
There's like a meter that's like your road to three million a year.
And it says 2.7 million.
So your, your meter is almost all the way filled up.

Um, you build a bunch of random, small projects, usually around
some things you like or believe or your lifestyle, which is kind of a nomadic
lifestyle. So I believe, uh, I think you, you, you hop around or you, you
don't have like a home base.
So you live, you know, you could be like in Bali and then you could be in the
Netherlands.
You could be a different place all the time and you make these small
websites or apps and it says in your bio that you have 13 million monthly
active users.
Um, and I've, I remember seeing you because you did a community, uh, like a,
like a nomad community, a Slack community really early on, like Slack had
just come out and I was like, no, this guy's like charging 10 bucks.
I think it was 10 bucks a month or something to get into this thing.
I was like, he's got like a thousand people here. Wow.
This is actually, this guy's making good money doing this.
Um, like just by making a Slack group, you just do a bunch of small
experiments like that.
Um, that's what I know.
Sam, what did I, I'll give, uh, Peter, Peter, let me give like the
outsider's perspective. That's a little more holistic.
So basically there's two things that are interesting to you.
The first one is your businesses, which actually are the least, the
lesser of the two interesting things.
So you have roughly five or yeah, you have seven different businesses, uh,
ranging from nomad lists, which makes, uh, 2.1 million dollars in the last 12
months. That's a, that's a, uh, a job board.
You have another job board called remote. Okay.
That's making a hundred and $15,000 a month.
You have readmate read make, which looks like it's like an e-book.
Something like that.
Yeah, it's like e-book. Yeah.
Yeah. 60k a month.
Then you have got like a bunch of really,
Sam, you're seeing these numbers because he publishes them.
Where do you publish these?
He publishes all of them on like the, the URL, uh, go to his Twitter profile
and we'll let you talk.
Sorry, Peter.
In a second, but go to his profile, go to his Twitter profile and then like
click off and it's like, uh, open revenue at the very bottom, but I'm
reading off of our notes.
So, and then you have like a QR menu creator.
Then you have like an inflation chart, which doesn't seem like it makes money,
but tracks inflation. And then you have rebase, which is a platform to help

people become a citizen of Portugal, help them real relocate to Portugal.
So what's the first part is those businesses.
Like I said, you have those that are interesting.
I would narrow it down to say you have a series of job boards for nomadic or remote work that are pretty profitable.
But the second thing that's even more interesting is the way that you do these things.
So you do a few things that are interesting.
The first thing is I think you're the only full-time employee, right?
And you use a team of contractors.
And second of all, you have this weird personality that's very embedded in everything you do.
So that's kind of like my big intro of what you do.
I could see a website and I could know you built it without you having an about page, which is kind of clunky, right?
It looks a little, but it's kind of nice way, I guess.
Yeah.
It's not a designer.
Yeah.
Um, no, I think it's accurate description.
Um, it's like, like, I'm not very nomadic anymore.
Like I'm slowly settling down, right?
But I started very nomadically.
I was like moving around every month.
Um, I started like in 2014.
I started nomadding and I went to all these places and I started building these apps, these little websites, little products to validate.
And I remember it.
I mean, I told the story so many times, but I was following Patrick Mackenzie, Patio 11 on Hacker News, famous Hacker News guy.
And now he works for Stripe and he would do, he would share his revenue on his blog about all his little products he made.
And it was like appointment reminder for barber shops.
So you got an SMS just before your appointment.
So you don't forget it, that kind of stuff.
And I was really inspired.
Like, okay, this is not like some big VC funded guy.
This is just like an indie guy was just on his laptop, kind of building stuff.
Um, and I kind of mixed that with the nomad thing where like building from your laptop, from your backpack, moving around.
Um, I think also getting inspired from different places because if you move around, you, I mean, I know Sam moves around a little bit as well.
Uh, you, your life becomes very unique because you meet different

kinds of people.
You, you're in different kinds of places.
You see different kinds of products like in shops.
Like if you're in Asia, you see some futuristic shit.
You don't see in Europe and America.
Um, and all that stuff kind of, it helps for inspiration for creating products in some indirect ways as well.
Um, so that's pretty much what I've been doing.
And I think it's, I've been trying to be like radically honest.
Like I know this, this American guy who pushes the radical honesty movement.
Um, so I'm trying to do that in my personal life.
I'm trying to do it on the internet.
I'm not perfect, but I'm trying to be as honest and open as possible.
Uh, because I don't like this fake corporate stuff.
And it's because I studied business administration and I have a master's degree in it.
So I know all the management because he'll see bullshit.
You know, I've been there.
I don't know.
I know this is where my friends work.
I know investment bankers and I hate that, that a lot of that world where it's like fake and not real.
And I, uh, want to be very open and honest.
And I think it's also a little bit of a European thing, not to slag of America's a lot of America, but like, um, in Europe, people are very, uh, a little bit more direct and a little bit more, uh, straightforward.
And, uh, I think that comes across in my, in the stuff I do a little bit.
So what's the total size of all your, of all your projects in terms of top line and bottom line revenue?
And isn't it true that you're the only full-time person and how many contractors are you using?
Yeah.
So I have one customer support contractor part-time, uh, Isabel, and she works for all my projects.
Um, and I have, uh, a moderator for the slack group cause to slack groups, they, there's some drama in there.
Like I've had some crazy drama in these slack groups in communities.
So you need to have a moderator, you need to have rules and you need to have a, you cannot just automate this moderation away.
Like I tried that, but you need a real person there to, you know, check on messages and stuff.

Um, and then I have a dev ops, uh, guy is my best friend, Daniel.
And he, uh, works kind of like a SLS SLA, like a service level agreement where if the server goes down, he gets a message, you know, if I'm sleeping with something, he brings it back up, but the problem is it never goes down anymore.
Like it doesn't, we haven't really had that for years.
So, um, he does security updates and stuff, you know, like, cause I have a VPS.
I don't use Amazon.
I use a VPS on digital ocean and line out.
Um, and he kind of keeps that stuff safe.
You know, so that's good.
And how big is the business top line?
So how big is the business?
Um, so remote a case, the job board, it's the biggest, uh, business makes the most money.
No, when this is starting to grow, though, it's like it's past, I think a hundred K this month, a hundred K a month.
Um, so almost like a million dollar business.
Um, remote a case, 1.6 million a year.
I think, um, and rebase is new business is an immigration agency.
So I want to help remote workers immigrate to countries that want to attract remote workers with like, you know, beneficial texts, stuff, uh, Portugal is one of the first ones to do that.
Um, so those are the three business really make money.
And the rest doesn't really make money a lot.
Like the book makes like, uh, I think like 4k a month.
So, but everything you do is part of one flywheel.
So I've looked at your kind of like system and I've looked at a bunch of people because I got into a little pickle where I was like, God, I'm doing so many things and I want to do all these things.
I'm interested in all these things.
But shit, you know, am I going to be able to juggle five different things?
I got a podcast.
I have a VC fund.
I have my e-commerce business.
I have a newsletter business.
I have, um, you know, I don't even know what else.
Course business.
I got another shit, right?
And so it's like, uh, am I going to be able to do this?
And what I saw that you did, I like, I have this kind of like

mental model of a solopreneur and a solopreneur.
Nobody's actually solo.
Everybody's got like a little support team around them.
That's like helpful.
Some, some in a big way, some in a small way.
But basically it's like somebody who builds a personal brand and then builds a bit, builds a successful business and lifestyle around that.
And what I noticed was that you had this formula, which is, I don't know if it's intentional or unintentional, but I'll say it out loud because here's my, my read of your business.
It's basically you have, you starts with the red pill.
So the red pill is like, you know, that scene in the matrix where Morpheus is holding out a blue pill.
He's like, you know, do you want, do you want the truth?
Or do you want to take the blue pill?
You could just go back to your normal life just as everything was.
You could forget this ever happened.
And he was like, no, I need to know the truth.
What's the truth?
He takes the red pill.
And basically it's like every great solopreneur, I think starts with one truth.
So like Tim Ferriss's truth was basically that like the nine to five work in a cubicle for 40 years model is like effing broken and you don't need to do it that way.
Like you could work four hours a week and live like a millionaire.
And so that was like Tim Ferriss's red pill and yours was basically like this idea of being a nomad, a digital nomad.
Which was like, hey, yeah, you don't have to, you know, prescribe to the, subscribe to the normal way of living.
You pick a place that's where you are from.
That's where you live and you pay, you know, you just kind of stay where you grew up and like, and you go to an office every day and like you have to wear shoes and whatever you're like, no, I wear flip flops.
I walk around on beaches.
I just kind of go wherever I feel like, whenever I feel like, and I carry a little like backpack and that's my life.
So you start with the red pill.
Then you, then you create content around that red pill.
So as you talking about that lifestyle and sharing everything from like, hey, people always ask what I keep in my backpack

for the day. Here's what it is.
It's like, there's every bit of content you can come up with.
That's like poppy.
That's like fits that red pill.
So then you, that bit gives you authority on that subject.
So you become an authority.
And so, you know, Pomp became an authority around Bitcoin
and Tim Ferriss became an authority around life hacking.
And you've become an authority around nomadism.
And then you take that and then you basically spin off one of
many businesses that can come up with it.
But every one of those business either it's a big money maker
or it's just another funnel and more content,
more new audience that's going to like get sucked into that same
red pill lifestyle that you are like talking about.
And so it, even though you're doing six things,
they're all actually part of one flywheel.
And everyone that you do is you going to feed it either
because it's going to give you a bunch of cash that lets you
fund this lifestyle in a bigger and better way,
or it's going to give you new content,
new stories, new things to be known about
that fit that lifestyle as well.
That's how I see it.
I'm curious, is that a good, is that true?
Or is that not?
All right.
A quick message from our sponsor, you know,
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 day is 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.
How HubSpot can help you grow your business at HubSpot.com.
My thing started when I was blogging.
Just like you said,
I was blogging about, like, nomadding.
But I was blogging for my mom,
because back then you had, like, travel bloggers,
like, 2013.
And I was going to travel, kind of, and nomad,
and I wanted to, you know, every place I went,
I wrote a little,
I was this city to live in and stuff,
and what happened, all the crazy shit that happened to me.
And my mom was reading that.
But I wrote it in English because my mom was obviously
Dutch, but I was like, okay, she can read English,
so it's maybe easier to get more traffic and stuff,
more audience.
But it wasn't, like, super, like, a big idea.
It just kind of happened.
And then those blogs started showing up on Hacker News.
And I started writing more about, like,
bootstrapping startups as a nomad in Thailand or something
or in Asia.
And those started going on.
Hacker News is really high.
And I think that was the time.
It was, like, 2013, 2014.
There was a time when I noticed that
the developers in San Francisco
were working for all the startups.
They also were realizing, okay,
I can start doing this remotely.
Because remote work was not cool back then.
And nomading was not cool back then.
Because you had the Tim Ferriss wave in 2008.
It was, like, the first nomad wave.
But there was, I love Tim Ferriss,
but there was something about the followers there
and the business that were created.
They were kind of, like, shady.
There was a lot of shady shit I met.
I came across in Asia, in Thailand,
like Americans and Europeans.

There was, like...
A lot of brain supplements and shit, like...
Yes, yes, dude.
Drug dealers, online drug dealers,
spam, dexing, and, like...
There's still shady shit, but less.
And I was, like, I really hate this shady shit.
I don't feel, like, part of the scene.
I think it would be cool to make it more, like,
you know, mainstream, like,
reputable businesses, reputable jobs that do it.
So I kept blogging about it,
and it kept taking off on hacker news.
And you're right, I think.
And then I went on Twitter,
and I think I kind of, organically,
people started following me.
And then a lot of people went nomad.
A lot of my friends went nomad because I was blogging.
And they became my friends now.
And, yeah, and then I started all those businesses.
But I think it's not like some...
It sounds very, like, a constructed...
It's not a master plan.
No, it's not a master plan.
It's very organic.
Like, I kind of try...
I'm, like, user zero.
I try to build stuff for myself.
And I always have, like...
I have, like, new ideas, like...
Just like you said, Red Pill.
There's, like, something that's a...
This congruence in society and what I'm thinking.
And most people then think, like,
okay, there must be wrong...
There must be something wrong with me.
But I think, like, arrogant...
I think there must be something wrong with society.
Maybe this is, like, a new thing.
So I'll try and make a little website about it.
Like, inflation.
Like, three years ago or two years ago,
I was tweeting about inflation.

Like, this shit's gonna go crazy
with all the fat printing money.
And everyone's like, nah, inflation is fine.
Stop whining about it.
I'm like, no, I'll just prove you
that the real inflation numbers are higher.
So I made this inflation chart.com website
that shows inflation numbers are really high.
Turned out to be true kind of now.
So...
Yeah, that's great.
What technology are you using to build those sites?
Because they all do look alike
and you seem like you can spin them up,
like, really quickly.
Well, that's really funny
because I get a lot of criticism for the technology I use.
I use PHP because that's the language I knew.
Because I was making a blog, right?
Like WordPress.
So I knew PHP a little bit.
So I was like, okay, I just need to write
with the language I know
because I don't know other languages.
And I did that.
And then I used JavaScript and I used jQuery.
So everybody starts laughing now
because jQuery is, like, way passé.
But I still use it
because it's so easy to, you know,
make a button,
bind an event to it,
age xj to the server,
to the PHP script,
does something with a database,
sends it back.
And it works for me really well.
And I think it doesn't matter what you use.
But as long as you use something that's really fast,
feedback loop and iterative loop
where you can really quickly develop,
like, I can make a new button in, like,
you know, 20 seconds and deploy it to the server.
It's really fast.

And I know other developer friends of mine
use a very big stack,
all those, you know, Kubernetes and all this stuff,
all these keywords I don't really know.
And for them,
it takes sometimes, like, you know,
an hour or maybe even days to deploy a new feature.
And I think what we learned from startup
and lean startup is that the customer feedback loop
has to be very,
the feedback loop has to be very fast,
iterative so you can really quickly change stuff.
And it also makes your customers really happy
because they see something,
they have a problem or a feature idea,
you can really quickly build it
and then they see it and that's,
I mean, if you want happy customers,
that's how you get it.
You make something for them.
They're like, oh my God, I influenced this product.
And yeah, so that works for me.
So very, very simple stack.
And what do you think?
We won't laugh at you because,
not because we're nice,
we just, we don't know anything about,
I don't know what jQuery is.
Neither to say I'm sorry.
I mean, nobody, these days,
we're not going to make fun of you.
You're safe here.
We're too dumb to call you out
on any of your technical pieces.
Nice, it's a good podcast.
What do you, what do you think,
what do you think this whole,
your whole thing's worth?
Cause if you go,
Okay, so it depends if you do 5x, sorry.
Sean, go to his like sites and you could see like,
it's like something slash open.
It's usually like the website slash open.
And then like it says like so many stats,

most of which honestly are kind of useless,
but it's just like, it's cool.
It's like, you know, like how many,
70% of them are like, you know,
the equivalent of like a step counter.
It's like, oh, how many DMs did I get today?
How many?
No, I don't have that.
No, you do, you have.
But it's collective.
It's like DM sends, you know, it's collective events.
Yeah.
For example, I'm on nomadlist.com,
which you said is I think your biggest one slash open.
And on it, you see the revenue chart.
You see, you know, CO2 removed from the atmosphere.
You see the full PNL.
You see a bunch of other things.
And one of them that you see is my, okay.
So 73% profit margin.
Your team says 0.78.
So I guess that's like part time.
Yeah, like full time equivalent.
Like FTE, yeah.
And then plus 492 bots.
What is that service?
Yeah, yeah, yeah.
Yeah.
So on the server,
he has the valuation too.
If you scroll, it says,
if we sold for like act, whatever the multiple.
30X profit.
If it was 30X profit, this would be 17 million.
So I tried to take the PE,
I mean, it's not super accurate.
I did business,
but it's the PE ratio of public companies
that are similar in the industry.
And I try like sync it to that sometimes.
But dude, it completely depends on the multiples.
Someone's going to pay for it, right?
Have you sold any of these?
No, I've sold nothing.

But I've been in selling process with previous guests
on your podcasts, you know?
So, but it kind of bounced off.
I'm just going to guess it was Andrew Wilkinson
because he loves...
Andrew Wilkinson.
Yeah, because he loves job boards.
That's just a guess.
I can't say anything.
But 80%, I signed NEA.
80% of the acquisitions, they bounce off, right?
So right now, I'm like, I don't really care.
I like that I have cash flow and my life is nice.
But I...
Until recently, I was really like...
Until like a few years ago,
I was like obsessed by the selling
because you build a startup like in a movie,
like social...
Well, not the movie, social network,
but in big movies about startups,
they're like, oh my God, grow big and sell
and you're millionaire.
But then if you become millionaire yourself
with your cash flow, you're like,
okay, why does it matter actually?
Well, let's actually talk about that
because what's interesting about you
is you have a few that you could sell.
So like, remote, okay, and nomad lists
are both pretty cool.
Have you calculated like how much money you want
and how long it's going to take you
to get there via cash flow?
And if it's better to like, well, why don't I just sell one
and I can get like an eight or $10 million lump sum?
But then I still own this other one
that's making like $3 million.
I mean, have you thought, have you done that math?
And what have you...
The thing is most of my revenues profit,
like the margins are really high,
especially remote okay,
it's like, it's like 94% margin pre-tax.

So it's very high.
So I'd say 10X after 10X gets interesting.
I think the problems with bootstrap companies,
you usually get three, four, five X,
profit or revenue, not sure, which is too low for me.
It's like, I might as well wait three years
or four years and sit in this chair
and the sites will probably keep running
because they're fully automated
and I barely need to work on them.
They kind of just keep going.
It's like heavily automated, like really heavy heavy.
It's just that I won't build new features anymore then
and the site will start looking a little bit old
because, you know, design trends change,
but generally it will keep running.
So it doesn't make sense for me to sell for, you know,
five X, four X, if I might as well wait.
And also like normal, this is like my baby.
So if I sell it, they're going to fuck it up.
I already know because they always do.
Like let's say a big, a big remote startup buys it.
Okay.
I know VC fund remote startups are cool,
but they're also going to be bought
by big, boring companies later,
like corporate companies, right?
And they're going to shut this shit down.
They're like, and this is my contribution.
This is my life's work.
It's like a legacy.
So remote, okay.
I care less because it's a job board.
Job board is not very interesting,
but normally this is like this whole movement and culture
and there's like tens of thousands of people on there
and my friends are on there
and it's like this work of love, you know?
And so yeah, it's hard.
It would be hard to sell that because people are going
to fuck it up.
Are you the largest?
Go ahead, Sean.
Well, one thing I was going to say,

you tweeted out something that said a 10 year overnight
success, which I think is a common idea that most people
don't realize, which is by the time you hear about something,
you don't know the 10 years of kind of toiling and tweaking
and iterating that it took before the big kind of breakthroughs
happen.
My life was the same way.
You know, I started my first startup when I was 2021
and I made my first million by the time I was 30 or 31.
Right?
Like it was.
It took 10 years.
And then every year since then, a bunch of great stuff has
happened, but like it took a long time to get that breakthrough
and I was looking at your chart, Sam.
I don't know if you saw this tweet that he has,
but the chart basically shows, I think you start.
It's like the sum of all my revenue together in one chart.
Yeah.
Yeah.
It's all your revenue from all your projects all together
in one chart and it's looking like it's like, I don't know,
2012 or 2013 start.
And basically if I go all the way up until let's call it 2019,
you're at maybe 600, 700 K in per year in revenue.
And only in the last like kind of the pandemic boom,
like, you know, let's say 2020, from 2020,
you went from under a million dollars to 2.5 million a year.
Right?
So you tune out of X and you like, it's because it sounds amazing.
Wow.
This dude's making almost 3 million a year.
Yeah.
But he's also been building that momentum and stacking these assets.
And it just really took off and which I'm guessing is like pandemic
fueled a lot of people wanting to be nomads and like,
you were there to catch that wave.
You were the guy ready to catch the wave.
Yeah, but I know it was coming.
Right.
This was like, I did this presentation in 2015 where I predicted
there would be 1 billion remote workers in 2030.
And everybody laughed at me and I was like, even in the comments,
like YouTube comments were like, this is ridiculous.

Whereas your sources is bullshit.
And then COVID happened and it suddenly seems very reasonable.
And nobody could have seen this coming.
And I had no idea.
I was actually kind of like thinking like...
You lost COVID or what?
Exactly, with Fauci.
But it kind of like, if you look at the chart,
it's kind of like, you know, it doesn't really go anywhere.
And I was like thinking, okay, this is bullshit.
Like I tried everything to make it grow.
And sometimes it grew and sometimes it didn't.
But generally it wasn't very, it wasn't like a VC startup.
Well, it looks like there's these run-ups and then a plateau.
And run-up and a plateau, which is, by the way,
that's how all progress actually looks if you zoom out.
And I remember that like during 2014,
when I first moved to Silicon Valley,
there was a small group of people like you.
This is, I think, when you created that first Slack community
that was like, nah, being a nomad is the way to go.
Yeah, but those people were like freaks.
They were seen as very weird.
100%, yes.
But there were some people who took the red pill at that time.
I think Steph Smith, who worked at the household,
she met you in, I don't know, Indonesia, Bali,
or something like that because she had,
I think probably during that, more like that time period,
2014, 15, 16, something like that,
she was one of those people that defected then,
whereas now there's like another wave.
And like if you look at kind of like any lifestyle movement,
it happens this way.
It starts with like very, like crypto,
it starts with the cypher punks.
Exactly, you're right, yes.
They don't hang out in cryptography forums,
and they took the pill first.
And then came the next, the developers,
then came the finance bros, and then came...
It's the same with the next wave.
Like music genres, like hip-hop, like early hip-hop,
and I come from electronic music,

so drum and bass music was my previous career,
like music producer, it's the same thing,
like EDM taking off in the US in 2009,
like pop-step, that's what broke EDM in US,
that kind of stuff.
You, like these movements,
these scenes are almost dead,
and then suddenly something happens, it's like...
Right, and it's so unpredictable,
you have no clue what's going on.
You can only surf it, so I think the metaphor
of surfing is very accurate.
It's better to surf these waves in general,
I think in life, just surf waves,
stop trying to control it, just surf it,
and kind of like pivoting, like pivoting startups
into, that's pretty much just surfing,
or over the waves, because you cannot control the market at all,
you cannot control society at all, you know?
One of the things that bothers me
about this indie hacker movement is...
I love that.
I really like it, I like it,
but in general, what I don't like about it
is people think pretty small,
so they're like, you know,
it's kind of related to the fire movement,
which is like, oh, I just want to save
a little bit of money so I can make
$40,000 a year in passive income,
and I'm like, oh, that's cool,
getting your first step is cool,
but that can't be it with life.
You're going to want more,
you want to do more things,
you can contribute to society,
and with a lot of these indie hackers,
they kind of come up with silly stuff,
where it's a small widget that they sell for $4 a month,
and they hope that they can get to $1,000 a month,
and I'm like, man, that's neat if you're just starting out,
but I think that this could be bigger,
and you're actually one of the few people
that I've seen go harder,

because are there any others
like you that are actually...
How do you think I'm going to go harder on it?
Well, your numbers are bigger.
It's substantial.
Your numbers are nice already,
and it's very clear that...
Could be survivorship bias, right?
Yeah, definitely,
but I still think that there's a mindset of...
For example,
your Twitter bio thing says
your meter is going to $3 million.
I would say most people who are indie hackers
and kind of like the sort of tinkerer community,
they don't even have their meter to there.
Their meter, you know, initially
is going to start much lower,
$60,000 or $70,000 a year,
and maybe yours did too,
but then you like, oh, cool, I filled up that meter,
I leveled it up.
So what was your initial goal?
Was it like make enough to not need a job,
or where did you start?
When did you get more ambitious?
Back when I started, I had a YouTube channel
for this electronic music.
And they was making like a few thousand dollars
from YouTube AdSense.
So I had some runway, some cash flow
to live off, travel off, and work on mini startups.
But it was very fast.
It was shrinking because of the competitive...
Like the copyright claims on YouTube in 2012 and stuff.
So it was pretty much becoming like below
$1,000 a month.
But...
So I had that cash flow.
But to go to your question,
I think it's a power law,
like you always have a few people in a scene
who will make more money or get more successful and stuff.
Also, there's a delay effect.

I started in 2013 or 2014.
All these...
This indie scene didn't really...
It wasn't cool until maybe, I think,
2018 or something, 2017.
So these people that are going into it now,
they're just starting kinda.
And I think the widget thing is interesting
because you said it's only a widget.
If you make one feature really well,
that solves like one problem,
you can get some customers,
and you get some cash flow,
and then you can build a second feature.
And you can slowly scale up
to a real business,
to a real product toolkit, right?
And then I think another thing is
you don't see a lot of people
with multimillion revenue
because they will quickly raise VC.
Like once you pass a million dollars a year,
they will switch to, okay, let's go big,
let's go become a billion dollar company.
And I think, well, I'm the exception.
I'm like, I don't wanna be a billion dollar company.
And that's why you don't see those people a lot
because I do know them and they quickly disappear.
Like this app we're using now,
Riverside, I think is raised VC now,
started Bootstrapped,
and then I think Oprah Winfrey used it
and because he's my friend Nandov, he makes it.
He's like, dude, Oprah Winfrey used it.
I'm like, oh my God, this is crazy.
He's like, yeah, I think I'm gonna raise VC.
I'm like, okay, yeah, you should do that.
Because they think this is like,
this could be bigger than just a few million, right?
So you tweeted something out there
related to this, you go,
not sure if people realize it,
but if your app does 20,000 a month in revenue,
you're probably already a millionaire.

20,000 dollars per month times 12 months,
assume you could sell for, let's call it,
four or five X multiple.
That's a million dollar selling price, right?
You're sitting on a million dollar asset.
And when you put it that way,
I think that sounds, and it is,
way more achievable than this idea
of like, I gotta build a million dollar business.
Like, I don't know.
But getting something to 20,000
to 30,000 a month in revenue
that's digital, it's approachable.
And that's kind of awesome.
I think that's an amazing,
like, all you did is you said
something that was true out loud.
And I think if more people
heard that, that's why I'm kind of bringing it up here.
I think if more people heard that,
that is a pathway to
a millionaire status that does not require
like, winning the startup lottery
of like, inventing the next big thing.
Or working and saving
and, you know, paying your crazy W2
taxes for like, you know,
15, 20 years to get the same outcome.
Yeah.
Exactly. I agree.
Yeah. And I think it's reachable,
especially if you think about high automation,
very high margins.
So software business, you're not going to hire
a big team of 10 people immediately.
You work with part-time contracts like I do
and you keep your margins
very, very high.
So you can sell for 5X, right?
Then your revenue is almost your profit.
So it's the same.
Yeah.
Let's brainstorm a business together
that could get to 20K.

So what's an idea
that you're not currently building,
but you thought of because I'm sure you're an idea guy
and you think, oh, you could make a website
that does X or you could make
Nomadlist for this other niche
or you could make, you know,
the immigration one for this other thing.
What's a business that you think could get somebody
to this millionaire status?
Dude, I think what's, man, it's like, again,
this is so personal. So I've been living,
like I used to live in hostels, right?
Like dorms in 2014.
I didn't have money.
Shared with six people, like crazy.
Then I started like private rooms in hotels.
Then the rooms got a little bit more luxurious
because I had more money.
And then I started discovering like apartment hotels
and it sounds like bullshit,
but it works so well with remote work.
There's a hotel right now in Europe on the beach
and there's a kitchen.
What's an apartment hotel? What does that mean?
So apartment hotel is essentially a hotel.
So full service, furnished,
nice interior hotel room,
but you also have a kitchen.
You have a bedroom. You have a living room.
You have a, you know, it's very big.
It's pretty much like an Airbnb.
And you pay per month or per night or what?
You pay per month. Well, you can pay per night.
You can pay per month. It's just like a hotel.
It's like Saunders or whatever.
It's like the one the guy was supposed to come in the pod
and cancel that.
You did one of these in Nashville, right?
Or something where you're like, this is awesome.
It's like a lobby where everyone's working.
Yeah. It's like a, it's basically just an apartment
that you can rent for five days.
And they're pretty cool. I do, I do them all the time.

The problem that I've experienced is what in the New York,
it's like 10 grand a month and it's like 600 square feet.
So that's why I tend to go Airbnb.
But when I'm in smaller, less expensive cities,
you can get like a thousand square foot plays
for like 6,000 a month.
And it's just, it's basically
an apartment building
that has one floor or all floors
dedicated to Airbnbs.
Yeah. The problem of Airbnb is that I've noticed
is the quality is very, very high.
There's a big range of quality
and there's problems.
There's no daily cleaning.
It feels too much like
you don't know what's going to happen.
The water stuff might break.
If things break here, you just get a new apartment, right?
And I've done this in Europe
and I've done this in Asia too, in Thailand.
And I spent about, you see,
two to three K, three and a half K.
So it's a lot of money. It's more than normal rent.
But the cool thing is that it
solves a lot of problems you have in your daily life
because of surface and stuff.
And it's a huge thing in Asia.
It's a used thing in Southeast Asia,
even in Korea, Taiwan and stuff.
So I think that's going to be
bigger because of remote work.
Because you have remote workers, even with families
with kids.
And you don't want to live in a hotel room.
A hotel room is very depressing.
I go insane in hotel rooms.
It's just like a bed.
And you can barely walk around the bed.
There's no space. I need to cook food.
I need to buy steak from the local butcher.
I need to cook it with broccoli and spinach
and with my friends and stuff.
And you can do it in an apartment hotel.

And I think if you target,
it's a high-end market, I think,
of remote workers that make a lot of money,
if you target them, you can make a lot of money
because it's serviced, furnished.
So what would you build?
Do you actually build an apartment hotel
or you'd build a digital product?
That's a big question because I'm a software guy.
I don't want to own stuff.
I don't even want to buy land.
I don't even want to buy a house.
I want to be able to be a consumer,
a customer of these kind of things.
But I want it long-term.
I want to be able to rent for six months,
or 12 months even.
My wife and I are at the point
where we're going to start having kids soon.
And I live not like you entirely,
but a little bit,
where we spend half a year, one place,
half a year at the other place.
And what we're going to do next year
is just rent, do a 12-month lease
in New York and just not be there all the time.
But I'm looking to rent
all of my furniture.
And I've been looking at a place where
I was like, all right, I just want to book
this one place.
Three grand a month.
But they have to show up before I arrive.
They've got to completely set it up.
And they've got to be 100% furnished for me.
And I've been looking at these,
and there's a few startups in the space
that are doing furniture rental.
And furniture rental is not popular right now.
And I tell people all the time,
I'm like, I just want to rent all my furniture.
I don't want to own any of it.
And they think it's nonsense.
And they think it's crazy.

But if you run the math,
I think it's a thousand times better.
And I think that's another...
Yeah.
It's all about the headaches.
So if you can afford it, you can reduce the headaches
of ownership.
And ownership, it sounds so privileged,
but whatever.
Ownership is a big hassle.
Shit breaks all the time.
And if I spend my time
on my laptop building on these apps,
it's probably better use of my time
than managing all this stuff.
If a company can specialize
in managing this stuff and renting it to you,
it's much better.
I think that's a real...
You're on point. That's a real business.
And imagine you can go to a website and you can say,
okay, you can choose different sets of furniture,
different interior stuff,
paintings on the wall or whatever,
and you can just click and you arrive,
and it's already done for you.
Like you said, I think that would be really interesting.
Yeah.
What are some other things that you're interested in,
like lifestyle that you're like,
huh, I do this lifestyle thing differently than people.
This could be...
You could build a business around this.
I think that the biggest problem
with the digital nomad thing is that there's a...
Maybe it's a good big podcast to say that
there's a perception that people travel really fast.
And I have the data that they don't travel fast.
They travel like every few months
or even I think the average is seven months now.
It's very slow.
So the word digital nomad is a horrible word.
Of course, we have so many connotations.
But it's mostly remote working people

who want a little bit of a different life,
who want to see different places a little bit.
They have boyfriends, girlfriends,
wives, husbands, they have kids even,
this family is doing this as well.
Moving around every week doesn't really work.
Being very slow is big.
And if people are more aware of that,
they can find a lot of products
built for this long-term slow-man market,
which most of us are.
We're mostly slow-mads.
Slow-mads.
Think about education.
Think about homeschooling is taken off
also because of remote work.
If I have kids, I don't know
if I want to put them in a regular school.
Maybe Elon Musk builds his own school.
That's kind of cool.
But you can do things in a different way.
And now we're still niche.
This remote work thing is still niche.
It's going to get only bigger.
There's only going to be more and more people doing this
once physical jobs get automated.
So if you make products,
that's a high-end market
of like, tech workers
that are remote.
You said that you don't own stuff.
You kind of said you don't like owning stuff.
You said that
you don't want to own real estate.
So if you're making
$2.5 million a year in profit,
this is a question that Sean always asks
that I'm stealing it, which is,
what do you do with your money then?
So I'm heavy in ETFs.
I read a blog post
by, what's his name?
The guy from Google that does SEO.
And he's like, I just put everything in ETFs.

So Vanguard ETFs,
S&P 500.
But also I'm heavily invested in Asia,
because I believe in Asia, I believe in the future.
I know the West, there's a lot of things about Asia
that are good, but still things very futuristic.
And I also invest
in crypto, like I hold Bitcoin and Ethereum.
I was always scared
to say those things on the podcast, right?
But it's all like very secure and stuff.
It's not exactly the most shocking thing
to assume that you own some crypto.
Every tech guy, every tech bro has crypto.
Yeah, exactly.
You're actually not allowed to have that haircut
if you don't own like three...
Yeah.
If you can't have a high fave with like long top hair
if you don't own three.
I spend about like four or five K
a month or something, that's it.
So most of it is just, I do need to pay tax,
but after that most of it goes to ETFs and stuff.
It's scary to invest now, because it's a scary time,
but generally I'm like,
I want to do this for 20, 30 years
in ETF invested and stuff.
And sometimes stocks, but
I did a benchmark,
my S&P for 100 ETF
outperformed all my stock decisions
over the last two years.
So I'm stupid, just like most people...
John, you want to tell them what you did recently?
What? Oh, selling?
With your stocks?
Yeah, so I sold not everything,
but pretty much everything.
I get that.
Yeah, but
I'm scared, they always say like,
don't try and time the market.
So I'm like, okay, I'll just sit and just crash

with the...
Why don't you just like chill?
Two reasons.
One, I didn't want to risk a margin call
because I'd borrowed a little bit
against my stock portfolio,
but to what I felt was extremely safe
and it's still safe, but I was like,
look, if this drops another
20%, then all of a sudden
I'm having a headache that
I don't want to deal with. I don't want to have to deal with
freeing up a bunch of cash just to buffer this.
So I was like, I noticed that
every morning I was waking up and I was checking it
and I was like, okay, logically I know
I'm in pretty good shape here,
but the stress of
having to think about this is taking it away from
my day-to-day quality of life.
And it's like, that's the opposite of
what I want money to do. I don't want money to give me stress.
My money's supposed to take away my stress.
So what did you do with the money?
What did you do with it?
It's just in cash right now.
I might do some short-term
fixed-income type stuff,
but for now I was like, again,
I don't need the 2%,
I needed the peace of mind,
and so that was the first thing. The second thing was
I thought, what will I regret more?
What do I believe more? Do I believe that this is the bottom?
Or do I believe that this is
actually
thinking that this is the bottom
so six months in,
and that it's all going to get better soon?
Basically, like, there's three paths.
Either it gets better now,
it stays,
this is about the bottom, but we stay here
for an extended period of time, one, two, three, four years,

or it has
further down to go. And I basically thought that
getting things going up
soon seemed like
the least likely thing.
I would actually be betting against that
heavily, and so I thought, okay,
there's nothing to lose here in terms of upside,
because I just fundamentally don't think that
stocks and everything's just going to go rip back up again,
and we're all going to pretend like,
that was it, we just had a few months of pain,
and then it all went right back up,
and remember, things are all green again.
So I thought, either it's going to be
flats boring
in sideways for a period of time,
or it's going to go down more.
And I thought, well, in either case,
then I won't regret being in cash, because
A, I don't have to sweat it every day,
I don't have to think about it every day,
and B, I'm not losing anything
by doing this. And so that was my
thought process, and I figured, okay,
there's going to be these little bear market rallies,
so just sell at the top of the next bear,
so that's what I did. Everything rallied
5%, and I just sold, and I kept
like, I don't know, 20% still in the market,
and I just left the other 80%
and, you know, not
thinking about it cash. But I held my crypto,
I didn't sell my crypto.
That's good, yeah.
Are you guys mostly invested in the American
stock market or worldwide?
Yeah, like you said, I believe in Asia.
I'm like, yeah, I believe in Asia too, but I don't know
what the fuck you're talking about. How do I go
invest in Asia, and where would I invest? I don't
even know. What does that mean? Are you buying
the equivalent of like an ETF for like Japan
or something? What are you doing?

Dude, I had a Vanguard ETF, China, and then
suddenly disappeared from my broker app, and I'm
like, what the fuck's happening? And I get this
message, they're like, Vanguard left China
in March or something, because they were like,
I don't know this. The government did some shit
with private ties.
They made private companies public or something.
Yeah, no, they fucked Jack Ma,
for sure. There's a lot of weird shit
happening, but I still think I should be
invested in those markets.
Sam, have I told you about the Jack Ma
thing?
How it's crazy that the third richest man
in the world, they were
trying, I was like, hey, Jack,
shut up. And he's like, yes, sir.
They just took Jack offline.
Yeah, my brother-in-law calls
me like, so we had one moment where
like a month in when people started
noticing Jack Ma is missing,
and my brother-in-law in the car one day was just like,
where's Jack Ma?
He was in the car, but he's like, bro,
why aren't we talking about this? He's like, where's
Jack Ma? And we just started laughing, like,
how crazy is that? That Jack Ma is just
not like, what if you just couldn't find Elon
Musk because he said something that Biden
didn't like? That idea is crazy.
They did it with the tennis player, too.
Yeah, I saw that.
My brother-in-law still calls me. He'll be like,
he'll just call me out of the blue. It's been like a year now.
He'll be like, where's Jack Ma?
And then he'll hang up. And like, that's the whole call.
It's so good. He'll just be like, yelling,
where is Jack Ma?
But dude, that's the thing with Asia and
China. Like, all this stuff is accurate.
There's some crazy shit.
But the other thing is also accurate that

there's the love
happening in Asia. And I think
in the West, in Europe and America, we have a
blind spot because we get so much information
that's negative about Asia, especially about
China. And I'm not a China spy
or something. My friends call me China spy
because of that. But I think it's a blind spot
a little bit in the West that we're going to
miss out on, you know, China is going
to be the biggest economy in 2030, I think
by GDP. It's already the biggest economy
by purchasing power parity or something.
Ignoring that
just, you know, because there's a lot of
arguments why we should ignore China.
But it sounds like a blind spot
in the West a little bit to me.
Do you
what
well, I'll do it. We'll do an easy one.
Do you act you like tweeted out
your calendar and it was like free for a
week or something like that. And I know
and I
I kind of like that. Sometimes I don't
like that because I'll do that for three days and I'm
like, oh my God, I'm so bored.
Are you is it real that you just don't play
in anything? Yeah, so
this is the only plan thing and it gives me
stress because I'm like, oh shit, there's someone
coming up.
But I mostly like I spend my days like I live
with my friends. So my friends are my neighbors
now. So I brought all these nomads friends
to Portugal and Europe and we kind of live
together. A lot of them are in the city near
here or whatever. Everybody's kind of near. So
we just have like dinners outside and we cook
food and the sunset on the beach
and just this nice chill life
that I never had because I was alone in
hotel rooms. I had friends but they were

always around the world and now they're all
here. So I mostly do that. So I
don't want to do calls
about like because what am I going to call about?
Like I like having calls with you guys. What am I
going to call with other people about like new
business? I don't know. Don't you get bored?
Like, no, because I can I because I work
on my websites, right? I open I make coffee.
I make open my laptop meet my friend and we
code a little bit together, make a new feature.
You know, then you go
to the gym. We go to sauna.
We go swim.
They're kind of like but that's very reason,
you know, I don't get bored.
As long as I ship a little bit
on my websites, I don't really
get bored. You're like the only
rich person. So basically it's almost
always the truth
that no matter how hard you try
the more income that you make
your life, your lifestyle gets
inflated. Maybe sometimes
not as much but then other times
a ton and like I was
like, oh, I'm going to fight it. Like I can't imagine
spending more than $10,000 at a car
or whatever. And then you make more income.
You're like, oh, whatever. Who cares?
You said you spend $4,000 or $5,000
a month. You're one of the few people that
has acknowledged that your lifestyle
actually doesn't seem like it's been it's
not. No, it's on purpose. It's 100%
on purpose. Like it's very
and it's not always
incidentally sometimes you spend more, right?
Like last month was the hotels were
really booked so we had to pay a lot of money, but now it's
still again. I think it's on purpose
because I try to follow like last
month was like 10k or something

for a hotel because we're in Lisbon.
You're making $3 million a year. Yeah, but paying
10k for hotels is ridiculous. It doesn't make
any sense. Like it should be the max like 2 or 3k
for me personally. But I've seen a lot
of people do that
lifestyle inflation because I know from corporate
from again, from starting business, I know
the management management people and stuff
they get paid more and they get golden handcuffs, right?
And they can't leave a lot of my friends are like
that. And I don't want that to happen to me.
I mean, can't have it to me, but you get what I mean.
And I know that material goods
don't really make me happy. So I buy a new shirt
or something or I buy a new iPhone within
two weeks I'm used to it. And there's studies on
this. There's like research about this stuff. Like if you buy
a new car, even if you get married after six months
you're at the same happiness. If you buy a house
after six months, same happiness. So
if you know that stuff, you know that
okay, you don't really need to spend money so much.
You don't need to buy stuff essentially
and generally it will
probably make you happier. What do you
think you would want to spend more on? Let's
say that like, you know, food, like good
food, like organic
you know, free roaming
I mean, it's cliche like Joe Rowan, right? But
free roaming grass fat cow
beef, you know, that are happy animals
organic vegetables
you know, that kind of stuff
like not goods, you know, experiences.
It's on purpose. I do this.
What are some experiences that you think are worth the
money? What?
What are some experiences that are like worth
the money that, you know,
most people don't even cost money, right?
Like, what do you like coach?
Life coach? What?

No, do you do? Oh, sorry.
No, so that's yeah, you're right. So man,
you got me like you're trying to find like stuff, right?
Yes, I've got this because no, exactly.
I'm done with
I can't sit. I only
do it long haul and I only fly like I flew
only once in the last 16 months
and I flew business
Qatar really nice and you can lie down
and sleep and stuff.
But that's about it, I think.
And you know, there's a one
thing I noticed like I was in Bangkok in this
luxury kind of apartment hotel stuff,
but it was a little bit too luxury for me, you know, and
I was there for a month and you start noticing
that you don't meet as much
interesting people like I met one interesting
person who had this giant wheat farm, the biggest
wheat farm in Thailand because I just legalized
it was kind of cool. But generally
it's a very different it's more like a socialite
kind of Paris Hilton audience, you know,
but in the hostels you would meet crazy
people, you would meet backpackers, but also like
researchers and entrepreneurs
and fledgling entrepreneurs, you know, you
met generally more interesting people
because you were more in those
areas and I think the problem
Yeah, sorry
Did I tell you about
Did I tell you guys, listen to this
Sean, did I tell you about Sam Corkos
from levels, other levels
What's the, yeah, yeah,
Levels health, yeah. The levels health, the thing
that goes in your arm. So this guy
So he raised, yeah, that's right.
He raised, so he has
a startup that makes eight figures in revenue.
It's worth, I think it was
$400 million. So let's just say that he's

worth $150 million on paper
not real on paper. He came
over to my house and he was with his girlfriend
and she made a comment like
joking like, oh, you know, he always gives me a hard time
because it takes me forever to pack, but that's ridiculous. I only have this one carry on.
And I was like, well,
how long does it take you to pack Sam? He goes, oh, I don't
pack. I was like, what do you mean? He's like, well,
he had a drawstring bag.
You know what a drawstring bag? It's like a bag that like
you get these at conferences.
Yes. That's all he had was that bag
and he goes, well, you see, I only
own the clothes that I'm wearing right now,
which is a white t-shirt, a pair of pants,
socks, underwear and shoes.
I only own that plus another pair
of underwear, a jacket
and this bag in my
laptop, which I have right here on me.
That's literally the only thing that I own.
I was like, wait, what? He goes, yeah, I've been
doing this for like eight years
now or something like that and I only live
and like I do what you do. He's like, he does
what you do, Peter. He lives in
like these Airbnbs and hotel style
setups and he's been doing it for years
and that's all he owned. And I thought
that was the craziest shit I've done in a long time.
So he does laundry every day? I don't understand. How does he
live off too much work? Well, I was like, so I was like, well,
what if you got to go to a funeral? What if you have to do this? He goes, well,
I just go to a thrift store
when I need to go and I buy stuff and then
I just bring it back and he does it partly
out of, I think this is my guess.
He does it partly out of
like convenience of not wanting to
worry about stuff. I also think that there's
like a philosophy, like a very
philosophical thing going on here because
it's like extreme.

But have you ever heard of anyone, Peter, being that
crazy?
Dude, yes. Actually, like
in 2014, I was in Chiang Mai and there was
an Australian guy who would fly from
Australia to Thailand to Chiang Mai
with only his MacBook Air and the
clothes he wore and not even a bag.
And he would buy everything he needed
on the spot and he would be there for like two or
three months. And he would
donate the clothes he wore
to charity and then he would fly back to Australia
with his MacBook Air in his hand.
And I was so impressed. See, that's cool.
I would do that because I think that actually
adds to the experience of traveling
like traveling fully
light. And then when you get there.
So yeah, I always carry what you need
and then giving it away when you leave.
Like, I'd actually get down with that.
But like, I rotate to
underwear and I put my underwear in my bag
in my bag.
No, but I think
it comes down to philosophy
and I do think it sounds pretentious, but I
don't care.
It comes down to constraining your life
in a certain way. I think constraints are good
in creativity and life and stuff.
And it
makes you focus on the really important things
in life for you personally. It must be different for everybody.
For me, that's like
girlfriend, friends,
health, food,
happiness,
all that stuff.
And creative work, meaningful work, very important.
I need to have something to do in my day.
I need to feel like I'm contributing something
like Sam said. So what do you own?

So I have a backpack.
I have a rolling suitcase though, like a small one.
I have clothes.
I have an iPhone,
MacBook, a pro.
I
have a toothbrush.
I have two stadia.
You can name all the things you
own.
I have two stadia controllers
like gamepads. You can use stadia here. It's kind of cool.
Yeah,
that's about it, I think.
I mean, I have like backup phones
and stuff because, you know, two-factor authentication
stuff, but it's not a lot of stuff.
You mentioned
you could talk about your family or not if you want,
but do you think you're going to do this when you have kids?
So what does
doing it mean? Because I'm mostly settled down.
I'm mostly in one place. I'm just like trying to not
buy stuff from Amazon.
Doing it as in not owning stuff.
I mean, like, I think
your life is cool, but you have to acknowledge
that it's alternative in the sense of
like, you know, 1% of
how normal it is. Yeah, for sure.
For sure. I think it's interesting that like
the stuff I do may or may not
become a thing because a lot of things I did
eight years ago now are normal, right?
So it might be
that the things I do now become...
I mean, if you're happy, who cares if it becomes a thing?
Oh, no, it's not about me. It's more like, yeah, it's more like
it might become mainstream.
I think even if you have kids,
you can do it in an alternative way.
You can, you know,
you can go to a thrift store and get like second-hand toys
or something, second-hand clothes, that kind of stuff,

but it all doesn't have to be
so consumerist and
buying. You know what I mean?
You can do it in a different way and
I'm just trying to figure out like how
I, yeah, want to do that and
we try to keep the focus on
a nomad-less style
red pill before briefly, which was
my, I forgot
what it's called. Sam, do you remember the name of like
the Zero Waste Project or the Zero
The Zero Project or something like that?
So basically my wife told me about this. She was like,
yeah, you know, there's like, like in
the city, in the little town we live in,
there's like this Facebook
group and what they do is it's just like
it's like a barter, it's like, oh,
it's not even a barter economy, it's like a giving
economy. So it's like, if you have stuff
you just give it into the giving circle and
other people can take it out and then they can give stuff
in and it's basically like, oh, your kid,
I think it's a lot around kids stuff, like
my kid's grown out of this.
It doesn't make sense to buy new, right?
It's not like Craigslist Randos. It's like
amongst this trusted group of people
who believe the same thing, but the buy
nothing project, yeah.
And I think I might have butchered exactly how it
works. Sam, do you know a little bit how it works?
Well, it's just the idea of like, instead
of like, reduce, reuse, recycle
like for like consumer
or for like plastic and shit, they're like, no, no, no,
let's just like reuse. We're going to reuse
everything. So instead of buying
a new toy, we're going to
go get one for free and then we're going to give away when we're done.
It's just a mindset. And then there's
there's a bunch of companies in the space
but the big one is like this

buy nothing series of Facebook groups
where it's just like, I'm going to give away. I'm giving away these
children's clothes. Come get them.
Yeah, I think I mean, it's
that's nice. It doesn't make any sense.
You have a baby and it grows out of its clothes
every month or something or every two months.
So why would you buy every new if you can ask your
family for clothes they already wore or whatever,
right? It makes more sense
to me personally.
Yeah. Who do you want to be like?
Who do you admire
and who do you want to be like? Because
like the reason why people buy
shit for their kids is because they want
to have they want their kids to have Jordan. So they look
cool for other people because they want to impress
other people. Who do you want to impress and
who do you want to be like you think? Like who do you look up
to?
Um,
I like Derek Sivers.
I don't know if you know Derek Sivers. Yeah.
He's a tell me about who is he?
He's, um, he started a company called CD
Baby in the 90s, I think
or in early 2000s and
which was like one of the first indie
kind of music distributors where
you could send your music as any
musician and they would press the CDs
for you and they would send it to your customers and
stuff. And they also now
Spotify and stuff and he sold us for $30 million.
I interviewed him for my best
first thesis actually. He's really nice guy. Like the most
nice guy in startups, I think.
And he's very, he writes
a lot. He writes a lot of books now and he's very
philosophical also kind of nomadic. He's been in like living
in Singapore, he lived in New Zealand, lived in US
and stuff and he's very
if you go to

his website like DerekSivers.
Or Sivers.org I think, he writes
very much
kind of same concepts that I talk
about like about
simple life and
yeah, it's hard
to describe him but I think that's a very inspirational
guy to me and
I don't really need to impress. I think I want to impress
my parents just but they're already happy
with me so it doesn't really matter.
I want to
I want to
try and stay, have like a stable
happiness because I've been depressed a lot. I've
been anxious. I had like
especially when traveling you go crazy in these
hotel rooms alone.
Traveling can, it brings
you very deep into your own self and stuff
and I think the most important for me is to
impress myself
by just being stable and
having a stable happy life with people
around me and
kind of wholesome life.
What part of your life
are you not impressed by?
Either yourself or DerekSivers
or if any of those people
like the lifestyle you mean.
What part of your life
is not at that point where
you feel like it's not impressive in that way
that
I want to have a family too
like you guys and
that's what I'm working on
and
that's more of a focus now.
Pretty easy by the way. You just got to do one thing.
I'll tell you about it.
You need to find the right girlfriend and see

if they're not crazy and you need to connect
and all this stuff and I think
that's it done.
Dude, Sean, you have a
go ahead, go ahead, go ahead. I want to hear
what you're saying.
I think about Elon Musk.
Every time Elon Musk presents something you're like
oh fuck, that's so cool.
Why am I building shitty internet websites?
This is my only life I have.
I'm going to die. I should do something bigger
but then I have to bring myself back to
no, it's cool what you're doing okay.
It doesn't really need to be bigger
but everybody wants to make space rockets
but it's just so hard to do that.
Sean, you have
a dog, right? A little dog?
Yep. I've got a big dog.
Oh, do you like a love dog?
Yeah, so you like animals.
I love owning animals like big aggressive
looking dogs. That's my thing.
It's like I'm a weirdo.
How do you live this?
I want to live a little bit more like you.
And I can do it
A now because I have a little bit of money
so I can just like pay for fancier Airbnbs
that are pet friendly and B
I can only do it basically in America.
Doing this lifestyle
abroad with an animal. Even in America
I drive, you either have to fly private
or you have to drive most places.
I drive most places.
How do you live this life with an animal?
I don't have animals
but I want them. I had two cats with
my ex-girlfriend and it was actually interesting
we went to in Bangkok to this luxury
apartment hotel and they were cat friendly
and it was like this

high society of Bangkok people
with cute cats and cute dogs in Asia.
All the dogs are small. They're like small dogs.
I like big dogs too like you some
and they walk around in the hotel
and it's super cute and they have like cats
and dog ice cream and stuff
and food and they have little
little beds for them to sleep in
and stuff and everything is service and
that's another big market I think
tech people with bats and stuff
they want to travel as well.
Sean have you guys looked into flying in America
with an animal?
Why do you think I don't go places dude?
What am I supposed to do with my dog?
Your animal is under 20 pounds right?
Yeah she is but like that also means
like she's not like tough enough to do
all this stuff like we're like oh god
how is she going to handle this experience
you know
of going on a seven hour flight or whatever.
Yeah but she's the dog's able to
so like in turn I don't know
if she's physically able to but she's allowed
to you could put it in a carrier and put it on your lap
or like in the above
whatever the suitcase thing
and if you have an animal that's above 20 pounds
Who's putting their dog in the above thing?
You could put your dog in something.
It's not that far done. I don't know dude
it's like but it's like putting a blanket over a
it's like putting a blanket over a bird cage
right? I don't know
you put it underneath
whatever you fucking do I don't know
I don't have anything
but that's what they say on the directions
when you look online
like if you have an animal above
20 pounds

you basically cannot
this whole emotional support animal thing
that's kind of nonsense that's kind of getting phased out
you cannot bring an animal
a dog on a flight
I'm always amazed that for popular routes
like a once a month or twice a month
animal friendly route
dude it's gonna happen it's absolutely gonna happen
it's a huge growing market I think
because a lot of rich tech people are not having kids
sorry right
I was gonna say I read something that one airline is
like being like yeah we'll fly pets
like I think they do a lot of pets in the cargo or whatever
because most airlines have been phasing that out
and I think it's southwest
I forgot which airline some airline is making bank
because they take all the pets
and it was like a differentiator
it's like we let you fly your pet
and everybody else is saying no nowadays
man I think you can do it
I think it's all about slow madding
so if you do if you move like every
let's say every six months
it's not that bad for the dog or the cat
and you give them a stable life
where you arrive and not too much chaos
and stuff I think it's okay
I think it's not okay if you keep moving like every week
or every month that might be a little stressful
for the dog and the cat right
but six months like yeah it's okay
you had a great tweet
you had a great tweet
it was if you don't have a dog
in your profile picture on Twitter
are you even trying?
that's the biggest growth hack right?
Sam has one right?
you have a Facebook picture I think
this was a thinner dating trick
because they swipe right for the dog

not for you but they still swipe right
so yeah
I've noticed there's like two hacks
when I was single if I ever walk around
like a kid
it's like an automatic door opener to meet women
and then the other one was having
an aggressive but nice looking dog
it's like oh doors
they're disarmed
we're good you know
and why does that be aggressive
but nice is that one of those things where it's like
dog owners look like their pets
and so if your dog looks a certain way
they'll think that about you
they want to heal you
women want to heal you sometimes
look at a guy with like a sleeve tattoos
who smokes cigarettes
and a tattoo under his eye
who just wants to spend time
and cuddle
you're eclectic
I don't know it just works
don't ask me
that just works
dude I love Samoyed Dogs
by the way
the big white polar bear dog
it's so fluffy
that's a very Asian move
of you
they're very popular in Asia
I've seen them here too
but yeah
is there anything
that people assume
about your life and your lifestyle
and your businesses
for example with the hustle
as well as Sean's Milk Road
a lot of people are like oh that's it
it's just a fucking newsletter you just write these words

and you just hit send that's so easy
anyone can do it
you can play
you gotta know how to do that
you're just not good at writing
you have to be good and not just talent
you either have it or you don't
that's some misconceptions about our businesses
what about yours
is there anything that
people always assume and you're like no
because anyone can copy you
I think generally people
think that every
website or app or company
that they're a customer of
is much more complicated than you think
because there's so many edge cases in every business
that you need to code if statements for
or build little scripts for
special features
it's much more complicated
and I think people realize that when they start
because people always clone you
they make a copycat of your website
and somehow it doesn't take off
because they've been able to copy
the aesthetic kind of
but they don't know what's happening under the hood
so it's much more complicated
than you think
like how to explain this
there's so many little parts
that especially companies want
they want invoices for every little thing they add
the prices dynamic
that kind of stuff
I changed job post pricing
based on how many people post jobs on my site for example
there's so much stuff happening behind
the curtains that you don't see
it's much more complicated
I was thinking the misconception about
and a lot of your stuff is automated

where you don't have to be involved
it kind of runs itself
it's automated
and to post on your job board
it ranges from $100 to $1000
whatever the huge range
how would you
I'm tinkering with something that costs
many thousands of dollars a year
how would you figure out how to do that
and so in my head
I'm like fuck I gotta hire a bunch of salespeople
that sucks
do you think that you could automate most things
that are high ticketed items
oh for sure dude
I sell job post bundles for like 50k
via Stripe
which is like amazing for me
to me like I'm like how do you do that
that works so you make a page
called buy bundle
and you have this
you can go to remoteok.com
slash buy dash bundle
and you'll see like a slider
where you can make your own bundle
and get a discount based on it and it's all automated
and you add your credit cards
and then you pay 50k
or 40k whatever
how many people do that
it's like 30% of the revenue
I think bundles
so someone's using a debit card
or whatever for 50k
these company cards
this is lagging information
people don't know the company cards have been upgraded
because they're using it for much more these days
really it's a lot of money
and I have no idea
I never thought like I don't
I'm not hiring people I don't know how this works

I just try it like okay maybe
I think companies ask me like can we buy a few job posts
for in the future I'm like okay I'll make this thing
and a lot of companies use this
so you figure out the features that people want
based on talking to them of course
dude I'm looking at this sales page
it was buy bundle so buy 25
25 jobs it's $22,000
you do something interesting on your sales pages
you just pack it with information
totally the right move
you just pack it with tax
like you use icons to kind of break it up
the emojis yeah I use emojis a lot
yeah
no it looks like a circus right
but it kind of works
it's not like well designed right
it's not like minimalist design
it's just like I just add stuff every day
and it just keeps growing but it works kind of
what's the biggest purchase someone has made
I can scroll it all the way
I got another call I got to run to
Peter this has been amazing
nice to meet you Sean
what's
what's been the biggest purchase
that you've had this scrolls all the way up to
$150,000 I think
$50,000 or something around $50,000
but that happens a lot of times
yeah yeah yeah
this is crazy yeah I'm working on this thing
and like it's like $10,000 a year
and I'm like oh man I'm gonna have to like get on the phone
all the time
but seeing you is quite inspiring
but I get annoyed if I
if I need to use like I want to use
these location service APIs to figure out
where are people traveling to for example
and it's always like you need to do a sales call

you need to like contact us and stuff
and I get so annoyed with it and I know people on Twitter
get annoyed with it that they can't get a price
directly sign up you know
yeah I think it's much easier to do
like this like a sales flow
I think it's easier I would argue
maybe from now yeah it's easier
for you but I would actually argue
there's a world
where it's not as effective though
because I'm in the same boat as you
I don't want to have to do all this crap
and I'm not naturally a sales person
but when I hired a sales team
and they were
shockingly good at drumming up demand
and I remember a cool podcast
with the founder of Squarespace I think it was
and he was like you he's an engineer
he's like I don't want to leave my room
I don't like talking to people I like freedom
and he goes the biggest
one of the huge mistake I made
was I looked down on sales people
and I looked down on this type of pricing
where I could get them on the phone
but he was like I looked down on it
and I was wrong it was effective
they created demand
for a product and that surprised me most
so like I don't know
I think you're right
I think my problem is that it's been
it's very hard to meet good sales people
or to find them
it's so unclear for me how I can hire them
and
you know how can I rate
a person to hire them
as a good sales person
I don't know what's a good sales person
and I've never done outbound
almost never done outreach and stuff

and I'm scared that if I hire
sales people I need to manage them
and then you know they might fuck up
they might start spamming everybody on LinkedIn
and then it becomes like a screenshot thing
on Twitter like Luke Peter Levels is spamming
bad and
if you get the right sales people it can work
I just I'd never
been able to you know find those people
it just matters what you're optimizing for
if you're optimizing for happiness
in a well
if you're optimizing for happiness in like a good life
do it your way your way is working really well
if you want to like
grow at a certain rate per year
and you want to really push it
I do think a sales person is
you do need a sales team
you're optimizing for it you're optimizing for freedom
so in happiness
and I also think there's
different types of companies for example there's companies
that ask for a lot of forms like they want like a W8 form
like all these US IRS forms
and stuff they want you to sign everything
they want you to sign an NDA
and there's some companies that just
enter their credit card on Stripe and it's done
and it's different customers and the customers that ask
for a lot of questions on email
they generally convert less
for me they pay less money and they are more
customer support for and stuff
so you also
you get different types of customers
if you do it all automatically you get more kind of modern customers
that are
easier to deal with I think
is there anything that
we didn't talk about that you wanted to talk about
no I think we
maybe transparency

like the reason I'm so transparent is
I think it's very
like I said before I think it's very important
to be honest
and to show other people that you can build
a nice indie company like this
by sharing every
ups and downs of it
and instead of because everybody else is only sharing
the good things and we're growing so fast
and we're hiring and we're funded and blah blah blah
and I think
it would be cool if we did business
maybe in a more wholesome way
where we
share everything and share the ups and downs
and
maybe not grow super super super big but more
in a wholesome
manner
I like that but I have a few critiques
the first is I think that if you're
so you remember Buffer
Buffer did the whole
they did it even more
equally as extreme as you would say
but they revealed
but they revealed everyone's salary
and they did that
I think they did it as a marketing shtick
and they did it because they're like
our products okay it's good enough
but let's come up with a cool shtick
so we stick out and it aligns with our philosophies
great and it worked really well for them
but I actually think that it probably hurts them
after a while it's really hard to do that after
100 or 150 I don't know what the number is
some amount of employees because you're like
dude I don't want my shit all out there
and if I was you
I don't like when we sold their company
I didn't exactly reveal how much I made
because I'm like man I don't want to be a target

I don't want people to take advantage of me
I don't want to be judged in a particular way
I don't want that type of attention
so I'd rather just say like round
whole numbers instead of like exactly
no there's a real security risk for sure
yeah like
you don't want to talk about where you are right now
and part of it is because
yeah for sure 100%
yeah 100%
so like that's part of the downside but
at the same time
it's a marketing it's maybe it's
it agrees with your with your life
philosophy and also it's a pretty
sick marketing shtick
yeah thank you yeah
I think it's hard to stop it
because I've been doing it for so long it's become part of my identity
it would be hard to like hide all this stuff
now and they're like where did this open page go
like why are you not sharing anymore I'm like ah I'm just done with it now
um
you know yeah and I do
think it's this recurring marketing
machine that I think is a big part
of why my businesses work
became successful and why I got a lot
of audience on Twitter is because of this
I cannot deny that so it's very
hard to quit that right once you've been doing
it for so long
yeah that's why I'm nervous about even doing it in the first place
yeah yeah yeah
you know it's kind of like a I haven't
gone hard on YouTube or any other
social platform because I'm like oh I don't
want a commitment
I wanted to do YouTube as well and I have
the same problem yeah I'm like this is
going to be a new recurring like activity I need
to do every week I need to upload
a video make a video yeah I think

there's a world where you could do seasons
you know like a TV show has a season
I think there's a world where you could do seasons
and do quite well but
the majority of people do it
like regularly and I'm like oh man I don't
want to get on that treadmill that's scary no
I think it burns you out like look at all the YouTube is burning out
it's a they all bail extreme yeah
yeah it's extreme schedule yeah I think
this is my I think it might be interesting if I just sit in front
of the laptop like this and I just tell the stuff
I know and I think and instead of writing
it down and just making like little videos
Derek Sivers also did that he makes little
videos about small topics you know five
minutes explain something in the next
video and so Alex Hermosi
is doing it the guy on our
he came on our podcast Alex Hermosi he's been
doing it lately and he loves it and he
and it seems it seems like a lot
of kind of a lot of work but not that much
work no more work in this podcast and I
don't consider this podcast to be too much work
but it works well
but dude thanks for coming on this has been fun
I I hope you
you will come on more often and
we'll do a little more brainstorming this time
yeah dude it was super fun thanks for having
me super yeah hopefully we
didn't you said you were nervous because we were
going to ask no I don't think we asked
anything we didn't ask anything crazy yeah
cool there's not much to ask when you tell
everyone on the internet about everything you do
yeah this is always when the good part of
the podcast starts right because you end
it and then like the the real shit
hopefully not
the real stuff I
I hope was was going on the whole time
yeah dude thanks this is awesome

up you pimp out your stuff so it's
at levels yeah it's
twitter.com
levels I also L-E-V-E-L-S-I-O
and there's all the links
on for my website there so you can click from there
thanks dude thanks for coming
yeah