

## [Transcript] My First Million / SPECIAL: The Key Question to Reframe an Argument

All right.

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

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

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

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

All right.

Back to the show.

All right.

What's happened to my first million listeners?

This is Sam Parr.

We have a quick episode where I'm going to show you a handful of pieces of content I've consumed over the last week, and that made a big difference on my life.

Hopefully you'll enjoy it.

I enjoy content discovery, and that's what this episode's all about.

I think you will too.

I'm currently filming this, recording this out of a townhouse, an apartment in a townhouse that I'm renting in Cabahill, Brooklyn.

This place is lovely.

I love Cabahill.

This is my second summer here.

God, it's wonderful.

It looks like the Cosby Show.

If you're old enough to remember that, where it's like a street in Brooklyn that's covered in trees in a pretty small street, it's freaking awesome.

My handle on Twitter is The Sam Parr.

If you're nearby, holler at me, maybe we'll do a meetup or something.

All right, let's get into some of the pieces of content that made a big difference in my life this week.

The first, there's this guy named Ben Mula.

He's got a YouTube channel, so it's Ben, the word Ben, B-E-N, space M-U-L-L-A-H.

This guy, he changed my perspective right away, but at first, my perception of him is just one thing, and the reality is a little bit different.

He's this big old fat guy.

He might be 350, 400 pounds, he's huge, and he's like six foot five, he looks like.

He films himself in Florida doing real estate deals.

According to some of my research and according to what he says, he's legitimate.

He's got about \$250 million in real estate and has this pretty meaningful size empire in Florida.

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He basically, he's this big old fat guy, he smokes what looks like cheap cigarettes all day.

He drives in a kind of a gaudy Bentley, and he's pretty obnoxious.

He cusses a lot, he uses a lot of just weird phrasing, and on the surface, you're like, oh my God, this guy is hideous, he's disgusting, like his personality is just obnoxious.

Gosh, this guy turned me fast.

I'm a big fan of Ben Mula, so his story is that he started as basically, he was like a poor Jewish kid in New York.

He bought some real estate property in New York, I believe Queens for like 10, 20, \$30,000 when he was younger, fixed him up, sold them, and just kind of parlayed that into a bigger thing, a bigger thing, and a bigger thing.

And now he's probably in his fifties, and he's documenting his life.

He's already relatively successful.

And I learned something really major from him that I'm going to tell you about.

But first, let me tell you about some of this guy's titles.

I mean, he's got a whole bunch of YouTube videos.

He's a YouTube channel, Ben Mula is a YouTube channel.

And some of his titles are so obnoxious, but so interesting, and that's originally how I found him.

A few of them are, The Costs of Life, The Costs of Life, The Costs of Life, The Costs of Life,