

The Key To Successful Business Deals | DailyVee 662

Here's a really subtle key to collaborations The best collaboration is when you and I have 50 50 intent Really the best collaboration is actually a little bit more nuanced It's that you and I have 50 50 intent But we both understand that it may turn out being 7327 There's too many nuances that go into it I've done tons of collaborations where they have not worked out for me but I felt good about it because any of the other person tried I think serial entrepreneur Gary Vuk founder of V Friends has partnered with Gregory's Coffee to create the Jolly Jacko It's a pumpkin chai latte that's based on the V friends character What are you and Gregory doing So I created this World V Friends There's about 250 different characters OK Think of it for everyone at home As a Pokemon meets Sesame Street these really cool characters that are collectible and competitive but pushing good virtues When Boehner media just got going on 23rd and Park Gregory's was the choice of all of our employees Of course we reached out and said hey would you want to do something where we could put this character into a unique new beverage They were gracious enough to team up and now people are running all over the city going to Gregory's to pick them up So when Gary came to you and said he wanted to do this collaboration what do you think immediately connected with Gary I knew he stands for a lot of the similar things we do preaching positivity hard work entrepreneurship all the things that obviously are testament to me and how we've grown this company So I thought it was perfect I think the thing that kind of makes it all work for me is I don't struggle if something isn't going well for a short period of time I wonder if this is why you've been successful I like doing so many different things and I'm not trying to actually maximize wealth even though I talk about like I'd love to buy the jets and it's fun to chase them I do all these things Not because I think it's going to maximize my money It's because I like it I need a lot of different things We're in this incredible setting here in midtown Manhattan with a fellow entrepreneur from the east Coast I admire very much Gregory's coffee We're really excited about the Jolly Jacko pumpkin spice chai latte collab that we're doing basically every collab I do I make pretend I'm fully the other person and what would I say yes to I need them to feel like that was the best decision they made What I liked about this one of my requests is like hey I really want it to be a new drink like just slapping my Jolly Jacko Exactly It doesn't feel authentic in reverse the word collab collaboration Please go google it because what I see from a lot of you when

you try to do a collaboration is you try to win the deal It's what about me Yeah Boehner Nation Thank you Please get your ass to New York New Jersey Connecticut or DC Find a Gregory's and order loudly and proudly a jolly Jacko pumpkin spice chai latte Thanks for listening Thank you The definition of collaboration is to work together Why do you think you've lost such a hard time A lot of people come from a mindset of scarcity and you don't have to win the deal you win the deal When both people feel great about it people struggle with trying to find the balance between being good for them and being good for yourself And I think that's just all relationships Here's a really subtle key to collaboration The best collaboration is when you and I have 50 50 intent Really the best collaboration is actually a little bit more nuanced It's that you and I had 50 50 intent but we both understand that it may turn out being 7327 There's too many nuances that go into it I've done tons of collaborations where they have not worked out for me but I felt good about it because I knew the other person tried take that off That's how you do it OK Welcome to October's Wine of the Month Club I am here Gary Baer former host of Wine Library TV brand of three Epic Red Wines As we are now in red wine season We're in the fall though It is nice in the what I most enjoy about things like this is the serendipity of a night like this when I kind of look around and realize how many people are going to connect for the first time and what that's actually going to lead to one of the things that all of you are doing as you continue to produce content and put it out there is you're building reputation Many of you in this room know that I pounded and yelled and screamed every single day saying Tik Tok Tik Tok Tik Tok Tik Tok when everybody was scared to leave Instagram because that's where they had their audience Most of the unlock of growth and being genuinely happier is predicated in all the things a lot of you want to say but you don't post about because you're posting for growth not posting for purpose I just want to tell you something because I feel like I wouldn't be right here right now Without you No I applied I got rejected The one I was like the way they said was that I needed to be posting more for myself on my and then you went and did it So if it wasn't for that I would not I'm so proud of you All right everybody I'm in my office I'm about to go live in our fanatics live studio We're about to give away a ton of shit So I'm super excited about that fanatics Like what's fucking good The following item is for auction It is a perfect Persian cat nine rare But the kicker is you also get 15 minutes with me one on one next week on Google Hangout We're doing a huge fucking giveaway right now Get ready We're doing an auction right now One of the

biggest thing right off my fucking wall one of our physical canvas We love you We got a lot coming up Hope you had a lot of fun Wish you well give me your feedback I love you Bye bye Yeah it up It was a fucking wild day The life of an entrepreneur operator who sees happiness and joy as part of the equation I think so much more happiness and fun needs to be a part of all your entrepreneurial journey So I hope you enjoyed all the stuff We did a lot of different looks today A lot of the Friends Bahner X we'll give it to you all love you and see you