

AI's Role in Sales & Marketing

I don't think robot plumbers are coming to take your business But brother I think that about most things this is why I want 20 hours of a I think about how you asked the question and how I changed it You said interfere and I jumped in naturally and said enhance You're thinking fucking Terminator two Exactly And I'm thinking you're wasting money on your advertising that A I can make better So you're going super macro Fantasy land and I'm going to I want you to make more money in 2024 Gary I want to start with one very simple question but I think you're the best person in the world to answer this question You are probably the highest authority in the world when it comes to branding Uh You've worked with the top brands in the world Pepsi tiktok you know how these people operate and right now consumer spending when you look at how much money consumer spending their homes versus food and beverage it's around the same but we still don't have that Coca Cola brand or that Nike brand in home services What can you teach these people in the room Or the top people in home services they got the money they got the budget they got the operational capability What can you teach these folks about branding to take their companies from a few billion in revenue to that household brand That's generational that lasts for hundreds of years like Coca Cola and Nike Uh First of all it's so nice to be with all of you I hope everybody's super well Had a great summer Hope you're enjoying this Look I think right off the bat you can't do it the same way and nor should you There's a very big difference between products like Coke and Nike and Fast consumable items that you're buying 600 times a year 300 times a year 50 times a year and have an average cost of 4 to \$200 versus what everyone here does incredibly well So I think in general there's enormous amounts of difference in price point and how often you do it and what we're talking about on the flip side in every B to B in every B to C of higher cost items or luxury There's always opportunity for brand to me what's running through my mind is a little bit different when I look at this industry from afar or at times when I'm up close to it in helping private equity firms analyze things Or if I'm investing in firms that are investing at a high level in this category I think the thing that this group in general might find interesting is the concept of uh if you're actually a sales organization understanding the concept of brand and content and marketing as the best sales engine I think that there's a misconception between sales and marketing relationship that I'm always fascinated about at the highest levels sales is so

black and white effective and so measurable that it's much more comfortable for a lot of us in this room Marketing is very it's like love You know it's a different emotion It's like fandom I'm a very big die hard New York Jets fan I was there last night I'm devastated right now Right because Aaron Rodgers is out for the year now and I have been in a slumber all day Like I'm barely pulling this off I hit up my speaking team and said can I cancel today This is real This is real How can that be possible That's so silly It's football but it's very possible because I've watched every game since I was seven all of them It's 40 years It's my religion I have a motion towards it and I genuinely actually no baloney called last night and this morning and asked if I could not be here today and that's not an indication to y'all or you or ever That's how sad I was for something as silly as a football game But that football for me has crossed over into a different place that's called brand To me the thing that needs to be debated here is understanding if you were to build a brand in A B to B or B to C environment how that is all allows people to make potentially irrational decisions because they're making emotional decisions That's why brand is so interesting to me Everybody people would be fascinated why they're wearing the clothes or jewelry that they're wearing right now without fully realizing how much that's expressing the brand of who they are to the world including facial hair haircuts Like when I look around this room I pay attention to what people have decided to do that Do the beards some of the beards that showed up here today I see you too You know but but it's interesting that that's a level of communication that's telling people a little bit about yourself We all do it different I promise you 47 year old businessmen that had the level of success that I have today 25 years ago weren't wearing ball caps and sneakers things change expression changes And so I think for everyone here listen I'm a salesman right Like that's what I've been doing my whole life But I promise you sales DNA sales DNA executives sales people that disrespect marketing and branding are leaving money on the table and that interests me And that's exciting That's awesome man And uh you know I I wanna I wanna cover a lot of big topics and that was awesome Um I want to talk a little bit about a I and and and what's what's coming and what's here Uh first can you talk a little bit about the most fascinating use cases that you've seen for a I in sales and marketing for sales and marketing We'll get into a minute But like I think first of all the thing with A I that's so interesting And when I look around this room there's some youngsters but there's some people that have put some years into their career and I'd like to make this statement first Please don't do with A I what you did

with social media and what you did with the internet and what you did with the smartphone for some of the youngsters in here There's a lot of people in here who said they would never give up their blackberry for the iphone because they needed the buttons on the blackberry But they did or even getting a cell phone in the first place because their beeper and pager was more than enough And some if someone wants to get a hold of me they can page me and I'll call them when I want to or not having a website or not doing email or not setting up a Facebook So first and foremost let's not demonize another new technology because you read some headline that it was gonna take your job Like let our grandkids worry about the robots killing them for us We need to figure out how to navigate this next generation or two So first of all A I is enormous What is it gonna do for a lot of sales people here It's gonna take care of a lot of the mundane work that they pay people to do or they do themselves and it's gonna make it a lot easier for a lot of us when we used to have to look up information we literally had to get up physically find the yellow pages wherever we put it grab it open it get to the page and find it Then Google came out and Yahoo came out and search engines came out and that became a 13 2nd task instead of a four minute and 19 2nd task And for a lot of us times 1000 times in a year that adds up to time and efficiency A I for a lot of sales people here is gonna automate emails is gonna create lists is gonna do the CRM work There's a ton of stuff that A I is going to do And so I think for everyone here again actually here's a good question How many people here are retiring in the next 10 years real quick before you raise your hands and please do if you are hold on hold on And I don't mean you're gonna crush it and buy a yacht I mean you're old and you're finished Raise your hands real quick Next 10 years Retiring two respect three good three people let's even say seven for the rest of us in 10 years As we are still working A I will be profound if you decide to be an ostrich and put your head in the sand and not worry about it Instead of spending 20 hours of your own research time on the internet instead of headline reading a couple of things and saying it's good bad or indifferent to not allocate at this level Who's in this room If you're in this room you've done things It is what it is for you not to spend 20 hours an hour here maybe on a vacation day during the holidays five hours to to not spend 20 hours to actually understand what's going on in a I would be grossly negligent professionally and I highly encourage you to pour a beer or a glass of wine or a cocktail or do it this holiday season Find the 20 hours before 2024 starts to actually know what you're talking about because I think we

can all agree with technology much like a lot of things in life We become headline readers and we make our decisions based on a couple of headlines without actually knowing what we're talking about And for everybody here a I will be incredibly impactful for the rest of their lives That's awesome And I just have two more questions please Uh The second last question that I have and I want people to start asking questions afterwards So don't be shy Um So a I I run a tech company and one of the most fascinating thing things that I've seen is that A I has actually made engineers 10 X faster Right Of course And you and you've probably seen it where like you know the iphone you know it came out and you know it it was like three years before we had the cameras in the app store right And now DPD 3.5 comes out and then three months later we have DPD four because that was hardware right Which is different than software And you know this I've seen I've seen people who aren't engineers present me full apps because they've used A I to build the entire app without knowing how to code that I mean I'm telling please please if you remember anything we're gonna hang here you got a concert tonight you're gonna live your life this week You know some of your football seasons are still alive So you're gonna enjoy Sunday like you're gonna live your lives If you remember anything anything from this talk and we're going to do Q and A please ask your specific questions I'm here for it I'm glad I came out But if you remember anything 20 hours of real homework on A I it will really be impactful Of course go ahead So what I was going to ask it it's basically not only happening but it's happening at a faster rate than other technology shifts that we've seen in history It's happening really fast How do you how do you coach your employees uh in your companies to be to take those 20 hours to be on top of that too Nobody here can coach shit if they don't know anything about it This is why I need your 20 hours I can't answer the coach thing You don't even know what we're talking about It's like anything It's like when I laugh when like 25 year olds try to tell you about life why don't you live it and then I'll listen you know like so I think to coach on you know again for the majority of people here in the context that we're talking in the professions that you're in All that we're talking about with A I is saving time at a but at a level that is profound If you just think about back to who I'm really talking in this room to the last 20 years of technology If you think about what email has done for letter writing and faxing if you think what you know what all the you know all like search has done for information instead of the encyclopedia of the library or the Yellow Pages If you think about the elimination of friction that websites have done from time going to the store

and buying stuff All we're talking about is time Even if you think about farming 100 and 50 years ago 80% of us worked on a farm and then technology came along and made a tractor and that saved time so we could go do other stuff We're demonizing A I in the headline reading All it's going to do is make everything faster more efficient to allow us to have more capacity to be creative Spend time with our families make more hand to hand combat stuff like it's going to free you up And so yeah I I think if before I worry about them coaching their employees I need them to understand it So spend your time learning about A I guys just go on chat TPT and start asking questions like how do you feel today and you'll get far with that So just do that There's a there's a you know it's funny the way you said that I want everybody to hear this like it really is that simple If anybody's been through a journey of getting into better physical health like if you've never worked out and you haven't eat well that first workout is a disaster I did it at 38 like you can't do shit My eight push ups were a disaster The treadmill was a disaster Like when I think back to that workout 10 years ago I'm like my God But I had to start there to be able to do things I'm doing today If you've never ever interacted with an A I bot your first queries the first time you use it it's gonna be a little clunky It's like riding a bike You needed training wheels The first time you tried to swim you almost died You know like like it's just like your first kiss was not phenomenal I promise you you know And so same here you've got to really really really just start and you can't be scared of it What's gonna happen Who's gonna make fun of you Like do it in the privacy of your own home but start figuring it out That's awesome Last question for me and then I want people to start asking questions Um Will a I replace us or make us bionic What easiest is are you seeing there Look to you know I look the dinosaurs used to rule shit like I never say never to anything Do I believe anybody here in their lifetime will face a world where robots replace us No I do not Do I do I think anyone here who has Children or grandchildren that they will face that I do not We're too far along no matter how fast it's moving But I don't know when I'm chilling in heaven in 900 years I'm gonna be happy that I didn't answer you definitively No If because you know what I mean Like like there's yes there may be a time but like I we're we're just so far away from that kind of sci fi reality At the same token I think we can all agree a lot I'm gonna say this nice and slow A lot has changed in the last 25 years technology wise socially too and lots of things But my gosh like I I am 47 years old I don't think of I think of myself and at half time I got another 47 to go I lived my entire childhood through high school without ever being

on a computer besides school when they made me right Like I did not have the internet my entire childhood So this is all moving there's a lot going on So I think the next this is why I did the 10 years raise your hand I really desperately when I look at a room like this this is where I have a lot of passion when I come and speak Like what am I trying to accomplish I'm trying to provide value when I look around this room And I think about all the winning that is going on this is a successful group And I say to myself if they don't pay attention and understand how important and profound this technology is that's going to leave opportunity on the table for them and it's gonna leave opportunity for others on the table to potentially And so it's it just seems like a very big missed opportunity It's not gonna put you out of business you're not gonna But like it's kind of like when I consult on businesses I'll push them on social media or this or whatever the best you know tips are of the day and they you know if they if I push a little too hard or if they're like super not into what I'm saying they're like Gary like I get it You want me to do all this stuff But I'm doing \$16 million a year in my company And I'm like John what's wrong with 32 And that's what the convo we're having here right now It's not like life or death but let there be no confusion It's happening right now And in two years and four and six in my world that I'm very passionate about which is communication Five years How many people here follow me a little bit or somewhat Thank you So and how many people here have followed me for more than four years So for the people that just raised their hands you all know four or five years ago I'm yelling screaming tiktok and nobody's listening Everybody was chilling in Instagram if at all And then tiktok happens and a lot of people regret not going hard when I yelled about it four or five years ago Not because they're out of business But because they left a lot of money opportunity half maybe a change of career or building something around it there was just a land grab of opportunity That's how I feel about this A I thing A lot of people here can have dramatically more efficient sales organizations You could drive down your cost by 50% and forex your revenue Why wouldn't you you could keep doing it the way you're doing Look I can get to I have to go home now I could take a train I mean I I could right Like but like or a horse they used to I'd prefer to take a plane And so that's what I think is happening here Like this is about understanding how profound these technology movements are and understanding Like the only thing holding you back is a subjective opinion or ideology that you're holding And I think that's bad business strategy That's awesome Give a hand for Gary man that was fucking good

and start taking questions from the crowd if you have questions just like come up to the mic and ask your question so that everybody else can hear So yeah Yes Do it Honestly This is it I'm gonna leave soon So like don't I know people get timid and shy like here's the mic Get in this Hi So um I do tiktok for the trades and I I know you talk a lot about A I but tiktok was your thing like you just said and I think that what happened as a marketing company I do organic social media and that's a lot harder to say we got this lead directly from here every single time But it's important when it comes to overall branding And so I'm just curious of like how that how to justify Yeah how to have that conversation I think when I look around a room like this nine out of 10 people if you're doing just organic social So just to ground this conversation you're posting on social content to build awareness for your business you're brand building it's not a sales oriented it's not performance oriented Look the reality is nine out of 10 people are gonna struggle with that because people want to measure what they're spending money on And most people don't think about business the way they think about real life in real life They may spend money on things that aren't Roy positive that make them happy or they know that that's good but they can't see the direct results immediately working out You may pour a lot of dollars into that You you're not gonna see muscles the next day or lose the But you know it's right in business there's a lot of people that struggle with knowing building brand is right And when something new like social media they might buy billboards and know it's right even though they don't get directly because that's been around for a while and they can accept that But making tiktoks they don't understand that yet I'm empathetic to that There's two ways Jen one just spend all your time finding the one out of 10 instead of trying to convince the nine out of 10 Number two you may want to look at yourself and say hey I'm tired of justifying this Maybe I want to bring in media capabilities and with media and creative When you're spending money on the ads not just the organic you can then start showing them You got 100 13 leads from your tiktok this month because you're running ads which gives you a much better chance than just relying on the organic reach That's that's the two ways I think about your world Thank you so much Who does what's your name My man Thank you Thanks brother What's your name Hey I'm Jeremiah Nice to meet you Hey so you know and everything you know and and I would just say if you were down here asking yourself a question what question would that be It's always a tough question because the reality is when again when I look around the room here almost everybody on their professional journey is

potentially in a different place Some people want to grow their business five X for this flip Other people want to maximize margin for the next couple of years because they want to take cash on the table So the question I would ask is wherever I was in the life cycle right of my career you know to me the thing I would ask me probably based on where I'm at or what is the most universal thing that I think could bring value here is which platforms and what tactics today have the potential to reach the most audience to do business The answer to that is I believe that as we sit here today the two platforms that can lead to the most business are Facebook and linkedin For this audience I think Facebook is incredibly powerful still and especially for the demo that is buying a lot of things that we're talking about here If you're perfect or really good at ads and pictures and videos on Facebook more than Instagram and know how to run ads I think that will lead to the most sales linkedin I think most people here are wildly misunderstanding We still think of it as like a recruiting tool or where you do your resume But the way the linkedin feed is working is working like Facebook and you can target people who are CFO S of Fortune 500 companies and I can give you the preview Those are high net worth individuals they get paid a lot of money to do what they do You could also make references to being in corporate so you can make your content very targeted to your media spend in linkedin So that would be the question and the answer Appreciate you Appreciate it Thank you It's good to see you Nice to see you So we're in the plumbing industry and our biggest thing is face to face sales So getting in some house getting dirty getting sweaty Yeah Well no not quiet So if they reach out to us we go to the property and then we develop a relationship Where do you see A I interfering with that Nowhere nowhere I see A I enhancing that by being able to look at how Connor how do you spend your money now to get the lead direct mail Outdoor Facebook Google What how do you spend money Facebook Google Y right You are wasting an ungodly amount of money in those categories and o of 80 cents on the dollar and 20 cents of the dollar is making all of it work for you A I scripts are gonna be able to analyze that and understand which 20 cents are working and making you spend a dollar on that instead of 20 cents Would you say that plumbing is an untouchable industry in regards to A I Because you have to evaluate the problem and physically Yeah I don't think A I robot I don't think robot plumbers are coming to take your business I think that about most things I this is why I want 20 hours of A I even the question to me is like not silly but like I'm because think about how you asked the question and how I changed it You

said interfere and I jumped in naturally and said enhance You're thinking fucking terminator two Exactly And I'm thinking you're wasting money on your advertising that A I can make better Right So you're going super macro fantasy land and I'm going to I want you to make more money in 2024 Right Appreciate that I appreciate it Thank you You got it And and I just want to add to that question as somebody who works on A I for plumbing HVAC industries That is actually one of the last things that A I can actually replace fundamentally because as smart as it is it's only trained on the internet's data It literally cannot do this what I'm doing which is gripping an object with my hand So but I'll jump in and say A I can't can also not replace formula one teams and changing the tire It also isn't here yet serving us at restaurants like people use A I and they expand the definition into robots right We're talking about scripts that are analyzing the internet and things of that nature We're not talking about the for you by the way back to me being in heaven in 900 years robot plumbers are coming If anyone doesn't think that's true they just don't know how the world works It just make it just might be 212 years from now My gut's telling me that most of you don't give a crap about it if it's like Griffin's not sweating If he knows it's 212 years from now You know what I mean But like the world evolves like think about when the gun was invented If you're the best swordsman in the world you're like God damn it Right Like like you know if you if you own the most horses on earth at one point not that long ago and it's our core transportation and then the car is invented just to remind everybody 100 years ago like you got caught So Connor's lucky that the robot plumbers are not coming because it's 2024 But Connor Griffin the fifth who's a Nepo trust fund baby might get caught That's how it works Ok Gary I'm sure you know that there's been a lot of consolidation in our industry right So you know 9 10 figure businesses are happening happening all the time The top 100 markets are saturated Lead cost is going through the roof So how does an independent you know use some gorilla marketing tactics to get through that It's a great question Um This is why I'm so passionate about what I do for a living Some somebody asked me the other many a long time ago like to really crystallize what I do for a living and I finally got to the answer As a matter of fact it's probably gonna be the title of the book I'm working on right now What I do for a living which is the answer to your question is if you're an independent and lead costs are going up with the things that we know about you have to be the best at day trading attention So the thing that leads to a lead is having someone's attention to even know what you do to then call you to plum or whatever else So back to

my point for for a little while ago about tiktok four years ago the answer would have been tiktok It still might be for a lot of people If they're very extroverted and good at making videos you've got to find a place where humans have attention where nobody else is doing it at a good enough cost for you to be able to get what you need out of it So for example back to the question I asked Connor for some independence that might be door to door knocking It might be long tail google ad words it might be starting a podcast to build brand awareness so that you can leverage it So there are always things and tactics to be done in contemporary communication Um I do believe podcast is still a huge white space to educate people in this sector I do think tiktok for the most creative and extroverted operators here is an opportunity but to find the diamond in the rough of like a independent plumber or HB AC person who also has charisma for days on video You're talking about a smaller percentage on the flip side A lot of people really know their business back to A I You can work with an A I component to write a incredible mini book that can be for free to show people how to do things at home or how to know who to hire for HV AC or how to avoid needing a plumber because you can five little things you can learn to do yourself that you don't need a plumber for Now you're providing value for the audience which builds trust which makes me want to work with you even more because I can't do it because it's the sixth thing that I can't do So back to day trading attention pre roll youtube video ads would crush for this industry but you have to be good at making the videos and know how to target it and what search terms So having craft in contemporary marketing is the only way for an independent because rising costs when I started running Google ad words in 2000 everything was five and 10 cents a click There are people to your point A lot of this started the consolidation pe s interest was there were better operators in this sector using Google ad words in the mid two thousands to build up their business because they were competing with a lot of locals as you know who were doing direct mail and outdoor And Google was converting it at 30 40 50 cents when everybody else is So there's always an arbitrage the one I gave like for sure LinkedIn is a massive arbitrage for the high ticket items People in the room even for the day to day items So it's about finding the communication arbitrage Yo Gary What's up dude It's a pleasure How are you doing today I'm good bro So um first of all it's insane to see you in person I uh I actually don't come to this country a lot So it's super surreal Thank you Normally I'd have 1000 questions for you But um today I actually don't have any questions I just want to say thank you

Uh Because you've helped me make millions but at the same time you've given me perspective to know that nothing really fucking matters So I live my life to the best and to the fullest and you've had a massive party place So thank you bro Thank you Thank you It's very nice Don't know how to follow that Thank you But Jab Jab right hook man Dang That changed literally our business We've been doing these community videos where we'll we'll actually highlight specific people in the community and I want to know what do you do to take it to the next level because it's funny you said that the book I just mentioned day trading attention was six months ago in my mind called Jab Jab Jab Left Hook So I wrote a book called Jab Jab Jab Right Hook And the premise was with your social media content Give give give like I was talking about five ways to not hire plumber And on the last on the fifth post really ask so find a balance with your content One of the reasons so many of your companies are not as effective as they can be in social is every post is selfish Hire us where it's ads it's all ads but social it doesn't cost you a lot to make these ads So why not put out more value And and then occasionally ask so I call that Jab Jab Jab Right Hook The world that I wrote Jab Jab Jab Right Hook for didn't have tiktok didn't have linkedin had a different Twitter had a different Facebook So I feel like it's time for me to write a new version So I was I've been writing for the last year Jab Jab Jab Left Hook The problem is I've gotten so nerdy with it It's like a Bible It's way deeper that it's like I almost feel weak like I'm almost bored by my own book because it's really deep And so I've decided to rebrand it to day trading attention because I think it's a more overall book than even what I wrote with Jab Jab Jab Hook So the answer to your question of like how to follow up is for like \$14 on Amazon you'll be able to know all the answers just like 10 years ago I'm almost done with it It'll be out in the spring and the good news is you know you can pirate the book on the internet You know that I don't need the I don't I get a dollar of the 14 bucks but like make sure you read it Hey man appreciate it David Who David Do you know my name I do I thank you How do you know chat GP P Um So David um trio hitting an error Um you know we've grown as our business really really fast in the last 18 months and we've grown our business really fast in the last 18 months And uh one of the things that I'm trying not to lose sight of is the company culture And I'm I'm really aware you know that the 50 people that we have right now are going to uh build a culture for the next 500 people that are gonna come in And so one of the questions that I wanted to ask is what are maybe one or two actionable things that we can do Um you know going back to our

businesses not to lose sight of this and make sure we're actually you know doing something to to improve the company culture And if it is something that you and your business is you know you have a way to measure it Did you know when it's working I do I do measure it I know how it's working So David first of all thank you for asking that question So I run a marketing company called VR X It's a holding company There's eight companies Vor Media being the first and the biggest I have 2000 employees globally When I hear someone come up here and talk about culture at 50 employees It motivates me to no end because I'm happy for you because you're a young dude and you're and the f 1st 100 dictate everything I do have a way to measure culture It's called retention How long do people stay at your company Right In my industry advertising agencies it's like 2.5 years average and we're like at 8.5 years average and we're only 14 years old So we haven't even had that much time to have that kind of average So I know we're winning the the tactics at 50 which is a which especially with if you have hyper growth in 18 months 50 feels like a lot How old is the company Um Two years right So 50 feels like a lot a lot because two seconds ago you were six and nine and 13 but at 50 this is super important At 50 the biggest mistake people do is they don't spend one on one time with the 50 The number one way to build a great culture is to spend one on one time with your employees And here's a key part of this sentence Make them feel safe to tell you the truth of what's going well and what's not And for you to figure out what makes them tick I have employees that are tick on job title because they're insecure and they want to be a VP I've got people that their core and only motivation is money Very common We we all know that some is work life balance Some is most are a mix of all three with different percentages in different way And I can look at a org chart right now with you If we flew back together and I put 2000 faces and names on a screen you would hit the ground in shock How many I could speak to in detail of what makes them tick on those three categories right And I'm at 2400 in Asia So you can imagine how good I feel for you I'm like bro it's only 50 spend the rest of this year and it's be here's how and I want everybody to hear this Everybody here me included who's obsessed with what I'm about to say Everyone here wastes multiple hours every day on dumb shit All of us And I'm down to like 53 meetings at 15 minutes a pop and I'm like talk to my admins I'm like in 2024 we gotta go to seven minute meetings The amount of one hour meetings this series of a group is having that are actually 30 minute meetings and you're just filling it in with small talk and like dragging it out and

pontificating at the end is profound If you at your level analyze your one hour meetings make a bunch of them 30 You've just created 2 15 minute slots to check in and shoot the shit and really get to know those 50 at night You take four real winners of you know who the 16 of those 50 are and you take six of them for dinner You just start really committing like a parent to time with those 50 That tactic time allocation to make them feel safe to tell the truth You stink at this and they don't have to be right You just want to make them feel safe to tell you the truth of what their ambitions are what makes them tick You have to be prepared for that to change A 25 year old might want money But at 32 7 years from now they might want work life balance because they just had their first child So that's the framework you need to create ma ma and guys we have 10 more minutes for questions So if you want to ask your question make sure you get up in there because we only have like 10 minutes You will be stung What happens and stay with it Lucas Gary I uh I also didn't want to get out of bed Is my bills somehow managed to lose I went to your jets Uh Tough morning Thank you for making me tiny bit feel better in a terrible day Uh Unlike Josh Allen I'm going to pull an audible on my question here Uh So I don't know if you heard of Selena and Barnes by chance Of course I live in New Jersey and New York my whole life Sure So so they're from Buffalo That's my uncle Seleno Amazing We are really well known in Buffalo and I think a lot has to do with that Um We are planning to go east throughout the state Um Do you think from a brand perspective that that there's an advantage there Of course how much well there's awareness advantages right There's an awareness like when I hear of Selena and Barnes like I know what that is That's huge That's gonna make me click on an ad or convert at a higher ratio That's why you build brands So I think it could be quite significant but at some level that doesn't even matter That's like you know what that's like I'm gonna give you a good analogy using sports that I think will resonate with a lot of people that's like being born with athletic ability handy coordinations athleticism size and speed Most of those people never are good at sports So like you got an advantage but you're still gonna have to execute You're just gonna get more out of your work because there's a brand you're gonna extract more value than a lot of us that have to start from a zero brand You understand you're still gonna have to outflank everybody on whatever you do You're gonna have the billboard we're buying the billboard creative the remnant TV spot the actual 32nd video buying Google ad words better but also the copy underneath the headline It's not only buying the attention properly it's filling it with the right

creative to get people compelled to buy the stuff we all want to sell You're just gonna convert better than us because the brand is known If you're me would you leverage that with P I with what my friend going Private equity is this something I should consider leveraging Yeah I mean look at all again this goes back to an earlier question of like private equity you know uh V CS uh debt credit lines any financial instruments for all of us has to be predicated on where we're at I think what scares me about that question is I don't think there's any right answer I think you have to have a right answer for yourself I I think too many people sell their businesses too early I think too many people raise capital too early I think too many people that are old school don't leverage capital early enough I mean I can show you 47 different versions of this I think you got to know yourself and where you're at It depends on your patience I mean I thought I was go I I as I sit here today think I'm gonna buy the New York Jets They're \$7 billion At 34 years old I was still working in my dad's liquor store making \$90,000 a year One could call me delusional easily I would respect that but I knew what I was doing I knew that I wanted to give back to my parents I knew that I was honing my skills and I knew how I was gonna play out Or at least I thought at the time my late thirties forties fifties sixties and seventies and then make a run at it in my eighties in my mid forties Starting to get to my late forties I'm on track But when I started Boehner Media which again now is a \$400 million a year business that I started from scratch I was already known a little bit because of my Twitter and because of my wine stuff I could raise capital but I didn't instead I was willing to eat crap and work out of a conference room of another company because I didn't wanna I didn't need to prove to anybody I had my own office and that allowed me to keep the equity in my company instead of giving some of it up I didn't need a fancy chair I didn't need to fly first class I ate shit for four years to keep my equity Guess what That was a really good idea I don't know you well enough to know which way you should go So I think that's why that's a tough question Thank you And we have time for like two more questions So two more questions you guys like the eating shit One Sean Yes Thank you for being here Gary This is great Thank you I appreciate it I have a quick tactical question for this industry for posting on social platforms How would you think about the balancing act between frequency and quality I don't think quantity is at the direct conflict of quality And I love you for asking this question because it is probably the biggest thing that I've advocated it for that has been confusing to a lot of marketing people because we all default into that right Uh Who

here is good at cooking raise your hand Great My intuition is that the people that just raise their hands If they were required to make 53 meals this week that all of them would be better than my one meal because they have talent and practice and so they can do it So what's happening is we've demonized quantity sometimes to quality because it's a saying in our minds But it's incredibly not true in social I put out 36 pieces of content a day across seven different platforms Now for the first seven years of my career making content I did all of it myself today on my personal brand I have 20 full time employees doing that right But I can tell you right now especially with A I coming mi could put out 1000 pieces of content right now That's all I can afford to do But in the world that we live in busyness people not seeing most things you're not flooding anyone Most of the content is not being seen by your target So the way I think about it is as much as you can afford but actually knowing what good is so getting good at the craft of the written words of the audio of the video of the pictures Got it Thank you You're welcome Thank you sir Final question So make it good We'll sneak into this I will be long winded Mine Mine is gonna be oh that was loud Mine's gonna be real quick My friend is gonna be Uncle Ben so you can call me that too Um I just want to say thank you Um I'm somebody who's surrounded with a lot of people who are just phenomenally amazing at what they do and uh just blow to the park consistently And there's been a lot of times where I felt like I don't live up to that or I'm not where I should be or whatever And there's been so many days where I felt like I couldn't even get out of bed And your videos were the thing that really helped me just feel like I'm exactly where I need to be and I'm I'm doing what I need to do And I just you know want to say I'm I'm forever grateful to you for that Like thank you guys I also have something for you Thank you Thank you so much I'm very humbled So Gary I want to kind of bring this all together for everybody here today Bring it home in 2011 You and I spoke in Oslo at GT and with our friends Chris Brogan Marie Smith and all that Yes And one of the things you stressed there was about scaling caring scaling the unsalable and no caring caring for people right Like we just said to that gentleman And here's the main point you were saying that a dozen years ago and most people didn't act on it We've got about 100 and 50 people here who heard you tonight Yes Can you tell them specifically some of the things you would do today with a I to scale that caring for them Thank you Brad Look I think you all heard me talking about what I would do internally with 50 employees I'll give you one back to scaling caring Thank you brother at the time What Brian's referencing was a

book I wrote is it's called the Thank You Economy And it talks about scaling caring and scaling uns scalable things So I'll give you an example Everybody here can decide after they hear what I'm about to say do the following when you go home start the process of reaching out to prior customers People that have already paid you for the thing and call email or text likely email in order email call text is my gut based on prior customers and literally reach out to them and thank them for working with you in the past and check in to see how it's been going And when I say the intent of that is just that because humans are animals and we can sense things And if you go into the intent of just doing that just for the sake of saying thank you caring and hope everything's going well Two remarkable things are gonna happen One you are gonna feel good This goes back to your day and cut out an hour and a half of dumb things Spend an hour internally and maybe spend 30 minutes on scaling caring two when you hang up or when it's obvious that the intent of your outreach was just to check in that person on the other side is gonna be so confused because it's such a rare act that consciously or subconsciously they will recommend you to a friend or relative in the next year because it is a unfortunately rare act to just do something that nice without any strings attached I couldn't recommend it enough And because no even without a I most of you have that data in a computer somewhere it is absolutely something you can access And I think it has a profound impact and and again especially for the people here that don't know me in any shape or form for us to take seven or eight questions And for two of them to be young men who just wanted to come here and say thank you nothing else That's all it was You saw it I saw it I'm very humbled That's because the intent of 90% of the content I put out in the world is to just leave a positive mark on the world The way my parents left the positive mark on me and 10% of it is buy my dad's wine check out my agency da da da da and and I think there's something there there and I will continue to scream it from the top of my mountains for the rest of my career And I really appreciate being with all of you this afternoon Thank you Gary everybody Give it up for Gary May That was all Thank you Thank you so much Thank you