

## Don't Live For the Algorithm, Live For Your Happiness | Gary Vee Audio Experience

The thing that is stopping everyone is fear The fear that most stops people is the fear of other people's judgments Whether it is therapy which I think is profoundly effective for so many people Whether it is the limitation This is a big one This is a favorite of mine because it's working whether it is the limitation of the people around you that you love that bring negativity on the hour every day every week every year not the cutting out not calling mom and saying fuck you mom you're negative I'm never talking to you again No instead of talking to your negative mom twice a day you talk to her once every two weeks because cutting is not practical We just want the Internation live from New York City but not in my office We're in Orchard Street I'm really excited about this fun fun fun thing to uh uh set up here 2020 We did a Gary V challenge I'm scared because people love consuming information but they hate doing the things in the information I am now challenging you my audience to make content at scale and I'm gonna pick some winners in g of the people that have gone out and actually made that I put out to the community about making it was behind the deck And the content I think it's well documented for my three guests and many of the people listening we uh believe in content output We believe that the doing matters It's kind of like in the content world it's similar to the working out physical fitness world You can read about push ups and eating well but you kind of actually have to do it to get the benefits of it And we we did this contest we said we'd pick a couple of winners have them on the podcast And then I don't know if you guys and gals remember but there was this thing it was called COVID kind of threw us for a loop Uh And you know one thing I'm proud of is I juggle a lot of balls Uh And what that means is certain things fall but the intent is always to deliver on all balls in the air This was one that was in the air and here we are three years later and uh our three winners are with me Uh We are at PNT Studios Podcast Studios here in New York City which by the way serge correct me if I'm wrong was up behind the 123 and four creators can come through here and do the podcast right It's a bookstore podcast combo Um Yeah and it's free So how do they do how do they do that Do they just go to the website or just roll the fuck into the bookstore Go to our website and click on podcasts in the menu tab and it'll take you to everything you need to know about the story and how to sign up

So I'm excited because it's a win win win kind of day I like when a lot of people win Number one the global audience of aspiring podcasters that are listening to this right now should really come to the studio and the three individuals that we're on right now I'm excited for them to share their stories That's a win and me and my team delivering on our word that feels good because I don't like things on my chest and that's a win So a lot of winning going around and speaking of winning why don't we go around uh to the three individuals let them introduce themselves Ladies first to my left Hey say hello tell us a little bit about you My name is Katie Masters Nice to meet you Nice to meet you also known as nail thoughts on Instagram and all the other social media platforms And I like when you say older older I was like Myspace tumblr and I started doing nails in 2015 I actually opened my own private salon space It's literally a little smaller than this space and it's just me and I just grew my clientele with reviews and word of mouth Not as much It was more just reviews online reviews And then Yelp I don't know I don't know if that's a California thing or what But it's so funny every time I'm somewhere else I'm like oh I'll write a Yelp review They're like I'll write a Google review I'm like what's going on But that's how I grew my business and I had to stop taking clients because it was just I was booked six weeks out And then from then on I think I was just going to did you ever consider I apologize Did you ever consider raising prices I did I did multiple times for everyone who's listening I hear that a lot That's why I just jumped in to give everybody value a lot of you are you're the person that makes the money the lawyer the lawnmower Like the like you're doing the thing the service when the correct when you are hitting capacity Yes you could always do more But then there's a burnout for all of us regardless Well that's 30 hours a week 70 hours a week there is a threshold It's raising prices that help you grow your business if you choose to do that Obviously there's a million ways to expand products and services executive totally And so yeah I did raise my prices a few times and then eventually I just went so hard with social media I didn't know why I didn't have a goal but it was very much in the heyday of Instagram Like I was just everything was hitting it was just back in the day And then I think I just build my community up so well that a gel brand that I loved Coco is reach out to me and they were like do you want to have a gel line with us And so we have this collaboration and it's amazing And then the pandemic happened and I shut down and I started doing press ons like hand painting press ons crazy And I would make 60 sets at a time and for a month and then I would put it for sale and it would sell out in under four minutes It

was crazy It was so great And I think just launching the colors and the press ons I just was like dude I love this I love launching stuff I love marketing stuff I love selling stuff And so I think that's kind of where I'm at right now is an awkward transition of maybe stepping away from doing nails and continuing to my clients listening are like what did she say They're like what But it's very much like the rock or you know in wrestling you can come out of retirement once in a while and just like do it There's like some cool things you can do Yeah that's awesome Let's keep going to the left That's a great starting point Way to give us that context I'm sure that resonates with a lot of people 100% Uh Colin Dark uh Colindarke I'm the avid artist I've been drawing and creating artwork my entire life since I was five Really And uh in 2019 especially prompted by the Gary V challenge I started producing more and more content on social media and a lot of my drawings just took off and got viral on tiktok and Instagram and youtube And so I've had a lot of fun with that I'm also and an attorney and compliance professional So I was kind of balancing doing all that at once And just two weeks ago I left my corporate job where I helped build up a fintech over eight years And now I'm just doing my own uh individual law practice and consulting business kind of leveraging everything I've learned over the years to help smaller start ups and clients And I'm trying to transition or integrate that into my social media Um you know my social media presence you're putting putting out more other legal and compliance content not just the drug right So I'm just starting that now That's what I I just came up with a logo and had people kind of vote which logo they like the best for Col dark Solutions and join this uh little entrepreneurial like start up law firm So I'm the sixth attorney with the firm and it's called Go With Canvas And it feels like the start up culture from when I first started the business I was in which is when I had the most fun because I was wearing tons of different hats And I was able I was able to help marketing I was able to like share all my ideas with every aspect of the business And then as we grew it was like no no no no Yeah You're the attorney and I've never been just the attorney I I just don't like that you draw Right Right So you've got to create you've got the gray and the black and white you've got them both Yeah And I've got to um I have to do them all like all the time So if I shut one thing off it's like it's not good for me but it like I start slowing down with all things So um the more I could just run towards something that fills me with joy which is like creating something versus kind of like something that was depleting it a little the more energized I am So the more I will do with these different businesses and with my art So

I love it Had a lot of fun Yeah My man take us home Beautiful So uh my name is Drew C um I am at least in this context a rapper musician um my good brother Fon and I shout out to the Black Oc Uh We at the beginning of 2020 at the behest of Gary Actually he had a conversation with uh the legend Nipsey hustle about three years ago and he made a very bold prediction saying there will be a big time artist in the next decade that puts out a song a day I'm telling you right now somebody's gonna wake up and do something called 3 65 And they're gonna start on fucking January 1st and they're gonna fucking go that within the next decade Someone's gonna come out and they're gonna make a song a day Just the the nature of content to contextualize the conversation You were saying there's there's too much opportunity for someone not to basically And so far actually came to me with a suggestion let's blow that out of the water Let's make a song and a music video every day And so we started on January 1st 3 65 2020 That was our that was our mission and we got the whole community in Orange County behind us All the all the creatives all the musicians all the producers we had a real large communal movement towards actualizing that that vision in large part just to say hey Gary is right And the opportunity is there So why not be the ones to capitalize on it and go for it I flew out I moved my whole life from Denver out to Orange County Uh We rolled for about three months COVID hit and then we we got about three months more We got today 100 and 87 And after George Floyd died far and really felt this deep cause to go and document that So he actually went and made an amazing documentary called Bang For Change Everybody Go check that out It's it's a really really powerful visual representation of what was happening on the ground both um in Orange County and all across the country At that time he put a lot of really really good work into that And it felt like at that point the the movement shifted So I've been continuing to make music That's really the the core passion that I have is to be a creator and to use my voice to to tell stories and to speak and to connect with other people's stories Beyond that we've we've started a retreat company We run retreats around the world We have one of the biggest wellness retreat companies in the world at this point that we've started and are pushing that I'm I'm a people person So a lot of what 3 65 taught me was more you know the creative side of me is for me but there's a lot of me that I was I was actually withholding And so it's it's transitioned me now people skills to operationalize it to do something and to give people the inspiration to for them to do that same thing too because I think a lot of people feel that And so now I got my hands in a couple of pots

like the the music is always cooking It's always there always coming out with new content on that front And then yeah being able to really bring people together in a more communal format to really focus on their well-being their mental health their spiritual well being so that they can go out and produce whatever they need to produce to be in that same inspirational level That's where I'm at now All right Well to that point in our little four person family here for the rest of this hour um I wanna be here for you as much as possible That's the most interesting part for me So why don't we go back around the horn and why did you fire away with some questions Because I think your questions are many millions of people's questions that over the next three decades this will be consumed by And so um and a lot of them are universal and some of them are contextual Um You know there'll be a time where people will listen to this and be like what was COVID You know Um That's just how the world works you know And so um but I'd love to answer anything anything very narrow anything very broad So let's fire away Um I feel like I mean I mainly have two sort of questions The first one would be as I transition away from doing things and doing services Um I don't know I guess the main thing I'm worried about is so many people followed me for nails and the art and posting Oh here watch me do this watch me do these nails And do you have that same audience after you move it on them and instead of putting out content for them now you're selling them something and that changes the relationship as well And by the way the handsome gentleman to the left of you is going to go through that as well Now right You have an audience following you for drawing and now you're talking about legal shit And by the way the old man in the middle here went through it as well I built my career for five years on talking about wine and then just one day said I'm gonna talk about business and marketing now and everyone's like what So couple of things you you can fear the fact that there's a start over You can fear that you're not gonna get as many listens and views You can fear that you'll get comments that are like you're a sell out or I miss the old you But what you must fear the most is when you want to do something that is in your soul and stomach staying for them versus going for you will make you the most unhappy it will bring the worst out of everything And so unfortunately it's just the way it is as humans If you stay for the wrong reasons even when those seemingly are wonderful traits of being loyal or trying to do the right thing by somebody that right by you it is not sustainable So what you need to do is everyone who goes through this journey needs to put their ego on the shelf They need to lean into humility

they need to lead lean into the joys of the early days of starting at zero And so like yeah I mean you'll and you know this even the way you were talking about Instagram you've already lived through things changing with platforms that have nothing to do with your content There are ebbs and flows and times where you're getting more views than ever then you're more viral than ever even think about sports and music Like there's just sometimes you're on and that like you're having a good season and other times you're not music you can go through 24 months where you're as big as anybody in the world And then like you can go three years and people like forgot that you like they hear your song and they're like you know what happened to like you know like you know 36 mafia even though they're legends like it's just the way it is It's just the way it is So I think you need to lean into a Zen place of I know why I'm doing this and it came earlier the way you talked about selling shit you're there Katie So like yeah it may hurt It may not do as well Your first post a couple of years ago or a year ago whenever might do better than future ones because it was the first time you ever sold anything you built up so much equity pe some people just bought that shit just to support you because they've been enjoying you so much But then that balance of like what you give versus what you take it changes All of that's ok All of it's appropriate I think you just need to realize it's gonna be a slog or it might not be because it's not like you're doing what col and I did you're not going so far away Totally It's not like you're now selling like you know tires Right Exactly I guess about everybody So I think what you what you're probably worried about is you inherently know already it's harder to get views than it was when you blew up and now you're gonna tweak it and that probably is going to compound that don't don't live for the algorithm live for your happiness You understand like being uh you know being associated with likes and followers dictating what you make is really one of the big vulnerabilities right now in the greater economy people are people are like showing too much I mean I I really worry for people that are attracted Both boys and girls hit me up pretty often about like you know how do I stop showing my fucking you know boobs and ass and chest and like pecs and six pack Like I'm not that person anymore but every time I try to go into anything else I'm like listen your audience came for the visual modeling and now you want to talk about like you know Origami like there's gonna be a transition but you can't keep showing your skin because you addicted to the likes you've moved on and want to talk about being a barber you know so you're just gonna have to deal with the transition but you're gonna find a new audience My audience

is bigger than ever because of where I went even though it was a hard reset And then what are your thoughts on This is just my second question So the gel line I have it's continuing to expand It's a professional gel line right So half of my audience is gel nail techs nail salons professionals And then if I were to relaunch press ons for example completely different audience So I'm kind of stuck on remember the days of the content we're all consuming being based on who we follow is changing So for years I've been pushing do everything on your channel and everyone would always get mad at me yet The algorithms did the work for me as we all know it's now no longer social media acting like an email newsletter where everyone sees everything you post It's the content is the variable of what people see So you'll be able to actually post both Yeah I'm like worried about the mixed messaging because will that fuck up the algorithm The content is the variable If literally if you are put out if you put out 800 piece of content as a bar about being a barber and your next post is about you rock climbing and and talking about like the protein bar you ate If that's a great rock climbing protein bar post it has the potential to do better than any post you've ever had The algorithm is not penalizing you per se for doing something different Yes In the first early seconds If your audience doesn't engage as much there may be some things but it also may lead to the thing that you should be doing just like serendipitously found from your music to wait a minute I'm actually something else like you you're not gonna get as penalized as you think If nothing else do it for a year and see what it feels like more than ever Social media is about the individual piece of content versus staying to the things that you always needed to talk about right It's very much I get stuck and like oh I've been posting this all the time and then it's very much like OK well this is for professionals and then oh also I know the professionals won't buy this but here's another product for people that just want press on nails It's all under the same umbrella which is great But you should do it both there And I also think like once every 20 times you should do just one post about you talking about both parts of the world It's like a nice reference point It might be a good pinned for you You might you might you pinned post now that we have that like top left corner of your of your main accounts as for people that are in social creative every day probably are following with what I'm saying you may want to have one Manifesto video as a matter of fact in general that's probably a good strategy for most people The top left pinned post for everyone should probably be a long form video kind of giving everyone a what's up here Yeah I think that actually we might have we might be creating

the movement of a standard practice right now because it actually makes a lot of sense Everyone's top left pin post should actually be a recap video of what's up Yeah like here's what you'll see here Here's what you can expect from me Here's what I'm about This is me I like that I like it too Yeah I like it Well that was a lot of it makes sense I was a harder turn and I've got I've gone off on like showing different sides of my personality I do get like hate Sometimes it's a drawing you on something It's like I came here for the drawing It's like there Of course the opinions are like impossibly hard for us human beings to handle that We're incapable of handling an opinion from someone that isn't ours and it goes in my DMS and stuff and it's like all right so like this is getting rid of some people that I don't really want follow me anyways and hopefully the people that appreciate this let's talk about that call I'm not gonna I'm not actually I'm not gonna actually use you but I'm gonna level it up and I just want to hear this I actually think and Collins incredibly sweet you can already tell but I think it's an important statement that I wanna tag on to because I want to bring Dolly in this podcast Look I think we all know what we're talking about you know subtly talking about here whether it's politics social issues there's a lot going on this concept of people being mad at you and no longer following you because they don't agree with something that you said being people that you didn't want following you anyway I think it's something we need to challenge And I'm not again I'm not picking it's just normal talk And by the way and by the way I'm sure I've said it as well So it's not even about that It's just a fun convo that I'd like to bring up just quick little commercial break I really think we need to think about that That is the point of the joke I made prior a minute ago which is like we need the only way out of this anxiety that everyone's feeling is we need to get back to the capacity to have some form of civility and empathy for understanding why someone doesn't see it your way We have to like for me some of my friends have I'm aware whether they to the left or the right why they don't see something the same way as me because their mom or grandmother both raised them and like we're really about XYZ I'm not even going to go into the specifics but we need to get back to like having compassion for and and to your point Congress why I jumped in I'm not mad at the nasty the nastiest stuff that gets sent to me I'm trying to have compassion for Um But to your point man it hurts like when you are getting really railed on like and sometimes scared I mean I think guys have it better than girls like girls DMS get really scary because guys on Tilt to women are like anybody on tilt Like women on women men on men is always bad But



guys on Tilt to women sometimes go into really uncomfortable places Yeah very dark And so like in general we need to have if someone has the capacity to go dark on you they're not in a good place And by the way now I I'm like it's so funny I just realized why I'm saying this in the last 72 hours and Sid is in the room right now And Sid and I got a very interesting DM from Twitter about six months or a year ago from somebody apologizing for something that was really detrimental to me And I don't wanna go any any further but like a real heartfelt apology and at the end was I was just in a bad place and I was using you uh in the last 72 hours I got two more of those not to the same level of the one that I'm referring to at Sid One was solid I remember one very honestly I don't really remember So it was kind of minor both apologizing in DM for doing bad things and using me and both ending with uh you know explaining the justification you know just in a very dark place in my life I was in a bad place in my life It is just so clear that the people that are sending the nastiest stuff are not in a great place and it is on us Anyone who's not I'm in a super great place So I'm doing who I'm doing But a lot of us are just neutral Wouldn't say we're remarkable Wouldn't say that we're fucking dark I think all of us in the middle have to look in the mirror and say I need to choose bright because it feels like the middle decided to choose dark in the last 7 to 10 years And so everyone in the middle if you're just kind of like ok not loving life but not like fucking hating it that you want to go around and fucking threaten people and shit on people Can you just choose 2024 Like I'll give you a lot of time I'll give you the January 1st Can you can you rewind this six months in a row and just like can you choose in 2024 to just choose light instead of dark I think that could really help anyway I apologize I went on that tangent but I just realized why because man it really hurts like you know like like and it's you know and what people think is like everything everyone says is like intended to hurt them and it's not everyone's sharing everyone we're all kind of equal in our opinions Like it's your opinion and like of course there's a a moral right or wrong People's moral right and wrongs are different too Like it's a wild world We just need to be a little more optimistic and a little bit more empathetic ramp over Go ahead No no I appreciate that And that is kind of one of my mottos is just bring sunshine And I do I love that how I show up And so can I give you a piece of advice That would be epic for your soul epic The next DM you get that's really nasty Like fuck you for saying that I'm unfollowed No bullshit audio reply in the end and be like hey Johnny I get it and like fuck the world right Like because don't this person loved you at some point or liked you at

some point or you know followed you right I get it and like I get it like it's it's it's acknowledging that everyone gets it Hey I get it like I'm sorry to see you go I respect that I wish you nothing but good on your future trails I just want you to know that I saw this and I appreciate that you ever followed me or that you ever got value for my drawings And I wish you well I'm telling you that's a big deal and it will work for you And of course I'm sure you could be This makes sense I'm saying this for the hundreds of thousands that are listening in the short window in the millions over the next years it will be good and you'll like it and it's good and you'll leave a good deposit for yourself And the world like humanizes you too because then you're not just like they comment and not thinking that you're just like an anonymous person I feel like they're just like sometimes with some of the negativity I like go like paragraph like where I'm coming from on that That's where I like notice how I said audio versus written word The other thing Yeah The other thing I've learned it's good for everybody Audio allows you to create tone written word If the person is in a bad place they're going to read it in a very different voice than you wrote it in Remember what's dangerous about the written word is the person is actually reading it in their mindset not in your intended volume And nuance I have that with someone that uh one of my team members and she would bring in emails She said can you believe they emailed me this like read it like you're happy and you like oh wait yeah it's like it's really like why I like audio and video I do a lot with my company We had a we had an interesting meeting yesterday with all 2000 employees around to talk about like something that's not going well in the company where people are kind of doing the wrong thing But I knew if I sent it as an email people would be scared and it would become this thing and I knew if I could do it on video in real time that I could impose my intent and my energy which I think made it land 10,000 times better So for all the leaders here before you send a group email to your 15 employees your nine employees your 17 employees all your customers consider a video or audio because you might be able to get your point across dramatically better because it has the nuances versus you being at the vulnerability of where that person is in their mind at the time of reading And again back to the anxiety in the world 15 years ago the email was less scary There's more people on tilt and anxious today and looking for a gotcha and all that And so the written word is more vulnerable today than ever before for people that are trying to communicate certain things So keep that in mind III I don't feel like I got into I went on So we got specific question um as I'm tilting towards this

uh focus on representing fintech and small companies and kind of you're one of my like ideal clients So when you're assessing going with a small law firm or a consultant like what goes through your mind and like what's like I buy from people And so this is why I love you You're about to explore the world of LinkedIn So my intuition is though I could be wrong but I'm gonna guess here that you weren't like overly focusing as LinkedIn is your primary place to share your drugs No no Right So now here we are So what's really rad for you Because you seem very curious and creative kind of more of my mold You're about to get serious about getting good at linkedin because LinkedIn will be your entire and I mean massive driver of business development And for someone like me if it became on my radar through an introduction through a cold email through a cosign from someone or through a piece of social media the first place I would go is to link in to see what your presence is And if I have 49 videos and I be like oh I like this guy He seems like really like like you you know your demeanor it's already good It's like you've got a good demeanor for a lawyer Do you know what I mean Well this is a good juxtaposition I like this tone Um So I think for you what you need to do is put out the video or written word or even like if you're doodling or draw your ears much more than doodling If you're drawing while you're talking about issues or opportunities that'd be really bad Like especially because you could draw like a lawyer yelling at someone or an office or Fintech or a SAS company like you know it may seem nerdy but it's not nerdy for the person that's trying to make a decision right For everyone who's listening right now A Fintech Sass or consult Like that's not cool It's not cool until you need it Like like nothing like like very few things are cool music fashion Like we know what's cool but like many of us buy things that aren't cool Like insurance is not cool but like Geico has those Geico like you know and like flow from progressive and like State Farm they exist to make you buy their insurance because it's not fun or interesting or cool But everybody who's just listening probably has State Farm or Geico or progressive because of those three characters right So um I just thought that Harrison Ford just walked into the bookstore but I was wrong but he really did look like I was like Ron Solo is here You see me I'm like oh my God I see it Um uh Anyway so I think LinkedIn is gonna become huge for you and I think you know um that would be the decision tree for me and for a lot of people people more and more back to Yelp The evolution of Yelp and Google reviews is social Think about everybody in this room just with head nods Like now when you're thinking about going to a restaurant or taking a trip or buying something

Think about how much more now you search on tiktok or Instagram or youtube than you did five or seven years ago That used to be Google owned that shit That is not where people go as much anymore And now A I is coming and so like content content content man So call that in for a second So my question is is is kind of it it came up as we were going through that because what you're talking about about like the state of the world and the need to choose the most positive and the most light that's really like what I lean on as a person I I feel very passionate about and you know what's unfortunate I'm sorry to jump in when people here choose positive they think they're being delusional OK I don't want to do that I need to keep it real I'm like you mean real negative Like I'm keeping it real if like I see a lot of good well especially with the state of the world right Because that anxiety can actually fuel where people come from in their perspective I think that's what they want And it's funny I don't believe in like the illuminati or the matrix I really I just don't when I say they it's just the collective of people that are all it's just momentum we have a momentum of negativity So in in that right in this momentum of negativity II I wholeheartedly believe in the the need for individuals to choose to not be caught in that wave And I also see the difficulty especially when it comes to creators because there is this box that you can kind of put yourself in where I'm the nail person or I'm the drawing person or I'm the music person I ran into this in 3 65 1 of the biggest challenges for me personally was I got to the point where I had this idea in my head of what success was right This is what being a successful musician is gonna look like feel like be like And I got to the point where I had it I had people who were like very invested in the process and who were very kind in their feedback They would always provide me their energy but it wasn't what I expected So I felt disappointed a little bit and I think a lot of people feel that a little bit when they get to the point where they're like wait I kind of made it but it's not the thing I thought it was gonna be And I don't know if I can necessarily change it into the thing now that actually needs to honor me and my soul So this is kind of a long winded question You're painting a very clear picture including one of my favorite subject matters which is expectations always lead to very vulnerable frameworks especially when you have expectations of others My question here is when you're looking at the world as it is where where content is kind of the driver now and it's not this one and always has been the newspaper the radio the television was the driver Content has always dictated everything the words out of your mother's mouth in your house It is the way the world works So what's different is it's

democratized to allow anyone to hit scale that we had never seen before So individual content in that sense individual humans have the capacity now to hit the scale that countries used to have the ability to that's profound that's called the internet that scale And so when you have that that realistic experience for an individual you could actually have your message shared and it and for a lot of people I think where they get scared is well I don't want it to put me in a box the way I share it and there is this negative momentum in the world And so I have to stick to being as positive as possible but I don't want to put myself in this box My question for you would be when you are looking at individuals right None of us are in a box We all have so many different talents and skills and perspectives and a lot of beauty we can offer the insecurity that stops people from doing that And from actually being in the whole their whole self not just a little piece of their self What is your advice to those people who who know it's there but who just can't necessarily pull it out of themselves in a way they can show it to start working and putting in the work on the elimination of fear The thing that is stopping everyone is fear the fear that most stops people is the fear of other people's judgments more than the fear of not having money which is in which is like profoundly interesting because one money has a level of practicality The other one is a boogeyman So to answer your question whether it is therapy which I think is profoundly effective for so many people but has a cost associated with it Whether it is the limitation This is a big one This is a favorite of mine because it's working Got got one a text last night I won't use last name Rachel Big shout out to you I love your text at midnight last night she pointed to a piece of content that touches on what I'm about to say And it's changed her life whether it is the limitation of the people around you that you love that bring negativity on the hour every day every week every year not the cutting out not calling mom and saying fuck you mom You're negative I'm never talking to you again No instead of talking to your negative mom twice a day you talk to her once every two weeks The limitation because cutting is not practical If your brother is the single most negative energy in your life it's unlikely that you're gonna sit here or hear me say this and never talk to your brother again Nor is it right The limitation gets you to a stable place which then allows you to go back to that person on offense and try to get them into a good place The cutting out forever does nothing You stalemate it The continuation of consuming it at the scale you're consuming it does nothing because you're not getting to a sound place yourself to be able to help them The limitation limiting the

energy that you're taking from your loved ones or closest people on negativity is a massive way to get to where you want that You just asked health on the physical side Exercise eating better is a driver to people getting there as well And then my favorite which is when you limit number two the negative and you expand the positive putting positivity in your ears is a massive game Just like the negativity that was put in your head by your parents by your teachers by your best friends by your significant other by your husband by your wife by your boyfriend by your girlfriend by your two coworkers that also hate their job When you convert that to limitation and create the capacity for 30 40 50% more positive Bring in positive notice that a lot of popular voices are just pulling more negativity on the other side That's not gonna get you there You having negativity and then you deciding to deploy negativity isn't solving the problem It's a short term good feeling of like you're not getting punched anymore but you're punching down Ok But what about like yeah but what about having a healthy conversation that stops the punching on either side So my brother it's about eliminating fear The way you eliminate fear is by putting in the work therapy exercise meditation There's like a lot of different ways to actually get there Spirituality is exploding because it's one of the ways right Spirituality amongst young males unheard of when we were coming up the game So 25 years ago a dude talk Yeah maybe a far fetched hippie somewhere Now it's mainstream people talking about spirituality It's wonderful And this is an East meets West game right This is good We're getting I see mentality hitting a level of purple that politics isn't I think we're starting to take stuff from uh India from a Buddhist from a Asian from a uh eastern European Like the stuff that some of the people in my life are doing around grounding These are the things my great grandma used to tell me she's like go outside and take your shoes off and walk on the grass I'm like the fuck is going on here like or like put onions on your feet everything's from your feet I'm like onions on my feet Like all this weird stuff that seemed like I was like embarrassed because like no American friend they were just taking medicine and like go to the doctor and my family is like eat eat this like thing We just pulled out from the crowd I like you know now this is becoming something that people are starting to talk about again I like this I think we're finding the middle and I think for everyone who's listening find the middle and that middle is you can't be delusional but this cynicism and negativity is just not working for anyone You tearing down others because you feel suppressed is not going to work It's just war So can I expand on that a little because when you talk about the

elimination of fear I'm a big proponent that it's a very hippie and cliché thing to say but love always wins right And love is the the absolute remedy to all fear I always say love is undefeated It just might be losing at halftime and that's what's happening right now Love is losing at halftime right now Love was losing at halftime in the sixties like it just it ebbs and flows Love is just losing at halftime right now But you're I don't think it's fucking hippie I think it's the most practical shit on earth So I work with a lot of young men especially And for a lot of them a very common theme that I see is that they don't have practical access to actionable love in their life And so it's almost like the fear wins by default at that point So what's your advice to those people To young people men and women Both I personally work with more men but I'm sure women feel it too Everyone feels and when it comes to being a young person you don't have like a great family You don't have a lot of supportive people around You find find your family find your fucking family Are you kidding me That's why we love friends so much You pick those fuckers you pick them I I didn't pick my brother and sister though I'm very lucky because I love them both Like and I have a great stitch but I know a lot of people that don't like we pick our friends and by the way shit changes too I love loyalty Do you know much I love loyalty I fucking love loyalty I'm still a Jets and Knicks fan I fuck with loyalty But if your friend changes and you've given everything you got limiting that is OK too It's it's fighting for love it's fighting for positivity and it's putting that on a pedestal over any other attribute People put loyalty above positivity and love And I love and I love it because I respect it It's like such a beautiful right I think we all fuck with people that are loyal But if you're loyal and you don't realize you're the alpha you're the beta and your loyalty is continuing to drive you into negativity because you're being loyal to a negative energy you're not being loyal you're being an enabler to bad behavior Do you know any people right now think they're being loyal But what they actually are are enablers to toxic behavior You're enabling your sister to continue to complain If you stop letting her complain shit will change Katie back to you can just speed round here a little bit because I know we went with the big ones Now I want to do just a couple of little ones on the way out I mean anything any other question Anything like I know we were very heavy there Anything as simple as like what should I do on tiktok stories or I know I'm like anyway I feel so bad Um No no this is it's dope This is what I love about it Nothing's bad Yeah we went heavy but now let's go like what should I price my nails at 1999 or 20 Like this is what this is I'm really glad you just said that because I think

there's a moment for me to tell people nothing's bad You can go heavy I feel as comfortable talking about like world love as I do two seconds later trying to sell a Pokemon card on ebay I don't think that's beneath me just because I did that or that's bad because I just did that Everything is acceptance for me It's all OK It's all ok If it's good intent you you you know bad intent You're not saying how do I rip people off Sell them nails and never ship it to that you're saying You know what I mean You're saying like hey I've got like like these are all and by the way here's a big one If you don't fulfill yourself you're not gonna fulfill anyone else One of the reasons I'm so capable of like bringing good to others is because I'm bringing good to myself Yeah It's so funny because I feel like my whole theme all the time especially lately I don't know why is very much Oh I'm scared They're going to be mad at me when this podcast comes out and my clients here I want to step away from nails I'm going to be they're going to be devastated and I am going to say something Katie just even known you for a little bit A lot of them are going to be happy for you Yes Honestly you're very you're so sweet You don't want to disappoint them And you know what's funny about me I got to do a better job in the next chapter of my life I make a lot of silly jokes or say unique things but they're actually very serious When I said earlier to you you should be like the rock and come out of retirement and do wrestle mania I actually mean that imagine if you said hey I'm doing this If this goes well uh for you how many clients would you say are sitting in your stomach of like oh they're gonna be mad Like just give me a number dude Only like three Exactly No I knew it and you see them in your head and you're like that So once a year come out of retirement from the three do a spot like a whole day and fucking do their nails like they've never been done before If I can have dinner You know what like you could really take care of that totally You see where I'm going and now we've just put that on a we're good Now those three ladies we're gonna fuck and you can do it once a quarter You could be once a quarter It doesn't even have to be once a year You could do it once a quarter Obviously they're gonna have to find somebody else if they're doing it more often But you do dinner with them once a year It's like they're gonna be happy for you Yes totally And it's funny even like the transition from doing nails and posting nails and building my platform on based on people being like oh I can't wait to see what nails you did and then switching from hey I am selling this kind of stuff now I'm like they're gonna be so mad at me like that It's such it's so funny It's such a theme like proud of you You love your community but you can't fear your transition I know that's what I'm



scared of I get it Well guess what Sometimes you know one thing I really believe in is like this was supposed to happen three years ago but maybe but maybe it was supposed to happen today for you But the fact that it happened in 2020 it was just very interesting It hit me I was like oh no this is something I really like and I really enjoy You can't you can't not follow your light because you have nice love to three ladies You can't do that I know it sounds silly but it's good to talk through Yes But even like the followers you know even you're staying in a general pocket Oh by the way yes As my team knows I'm doing wine content a little bit here and there lately too like you know in a year you might want to do it again like once in a while and film it like there's no absolutes in this What do you got brother similar kind of what you're talking about right now So I have a tendency to like I'm gonna write a book Now I'm gonna do I'm just gonna start a tech company I'm doing this attorney stuff then I'm gonna do this consulting stuff and I want to do all the things all at once And um I obviously dropped balls too I wanna know like if you have a process for picking the balls back up So like picking this back up or if it just naturally flows in like a year down the line it's like all right you know I want to pick that up again more of the ladder However as I became bigger financially it allowed me to have more infrastructure around me I used to make content by myself I used to do my own calendar I used to make decisions by myself Now I have full 22 office of the CEO you know chief of staffs I have three full time admins So how big is the team said I have 35 people full time making content with me Like but that was all built over time So in the beginning it was the latter and then as I got to a financial place where I could create infrastructure around me to keep an eye on some of the things or help me move them along or project manage it or double check it or cross the Ts And I's I did and you will do the same building a big advice for everyone Hiring an admin early who you are mentoring to a much bigger position should happen More Too many people hire career admin thinkers instead of young bucks who are willing to eat crow to do the admin work Just to be close to you because they want to be somewhat like you or some version of you or like you huge opportunity for a lot of people out there and can really help Beautiful So I until I make them quick first one a lot of what you're talking about to me when you talk about eliminating fear um being in that positive being aware self aware a lot of that the way it comes across is very value based but I'm a strong believer that there's a big discipline component too So for people who are maybe struggling in that process of discovering themselves finding clarity in terms of not allowing the fear to

overwhelm them Where's the balance between things that are instilled value wise and things that you build discipline wise It's a great question I think you know this look you've got don't worry about the sound I love this This is how I love it So don't worry at all Thank you so much sir Um I like the reel of New York in the back and trust me this is already gonna be the best sounding podcast we ever do So like this will be more than fine that little uh uh car in the background Um how I think about instilled versus discipline comes in the following I most of it I either instilled was instilled in me or I instilled in myself or I altered a variation of what was instilled in me as I started to observe and adjust to life Comma discipline 10 years ago I was like oh crap I am not in good shape I don't eat well I never exercise I have no muscles I started to get a little bit educated here in random things Like your leg muscles are a direct indication of how long you live Because so many people fall in their eighties and nineties because of weak legs and prematurely uh you know speed up the process of dying And I'm like I don't fucking want to die And so like you know like I started this and so 10 years ago I created discipline around my eating and workout behavior in the form of self awareness And I realized that I needed a babysitter not because I needed someone to police me but because I needed to be accountable to someone because I'm not good at being accountable to myself I'm a good leader because I want to do it for Dustin and Julian and sid more than I want to do it for myself I'm a team captain But when it comes to me I never and still don't want to beat how fast I ran or pump more iron than like I'm not competing with myself I like competing with others and I like to lead others So what I needed was a babysitter So I hired Mike full time Mike vi conti mainly because I didn't want to let him down Like it was a weird self-awareness game that figured out how to create a discipline around something So you're not gonna be able to create a discipline for yourself if you don't understand how you work I had an epiphany that I'm better for others than I am for myself Thus bringing someone into my health and fitness life didn't create the policing that It sounds like I needed someone to be my full time trader Sounds like someone needs to be my babysitter It was the reverse I needed to make someone proud I needed to come through for someone I needed to be accountable to someone was a game changer I think for a lot of people listening here if you can figure out your framework then you can deploy it And that's what I did there Beautiful beautiful Last question is if we ran 3 65 back again could we get the Gary V cosign 100% You get to all 3 65 at the end we'll make sure on a vlog we give a hardcore cosign pick four or five

songs to integrate into that vlog The teams right here watching you get to that number and do a 2024 3 65 or half If you start tomorrow and do a full year you don't have to do a calendar You can do it continuous We're about that done My friends Thank you Where can everyone find you Let's go Katie Nail thoughts like as in thinking about nails on Instagram youtube tiktok Everything Yep Yep Colinda dot com Colindarke And that's my handle on all of the socials All the music is Drusie Druc Instagram is Jedi Alchemist I love it Mayor Nation Give me a lot of feedback on this platform this kind of genre Do you want more podcasts like this Love you search Thank you We'll see you next time Got to keep it light up in my So maybe in a few days wake up doing battle again can take a flight but I can fight and learn to travel with and just take A on R