

Creating Content Contextual To The Platform | With Tim Dillon

It's creative strategy It's understanding that a video on tiktok is gonna act different than a video on youtube shorts and a video on Twitter It's you know you'll really like this because this is there's no way to be a big time comedian without understanding this Every platform is a different room right So like when you're touring the US you're comedy is gonna be different in city by city country by country So for me same with the way I do public speaking and definitely the backbone of why I won on social Like I understand the room that I'm in and for me it's you're trying to get them to laugh and think I'm trying to get them to think and do Gary Dier Chuck Thank you so much for being here Thank you for having your sense of humor I appreciate I I was just giving this water I imagine this would be the last thing I drank Uh This might be the end It's OK I die in a room with toys Um Thank you for for laughing and like why don't you get mad when people make fun of you Other people get very viciously angry but you kind of have fun with it Um because you're this big character you say a lot of stuff some of it is very funny And then you know some people because as a comedian our job is to we make fun of ourselves Correct We make fun of everyone We make fun of other comedians Joe Rogan is one of my best friends We make fun of him and we do a dumb imitation of him That doesn't sound like him It's a high pitched voice What do you mean Man It's such a stupid but he never gets mad and you don't seem to really get upset I think Um first of all to be very frank I'm flattered that I'm flattered that like that Like I'm even known enough that somebody would make jokes I think growing up in Jersey in the eighties and nineties is probably a big part of it I mean I don't even recall living a life where the majority of your friends are not making fun of you 24 73 65 in that east coast eighties nineties life Um I I also love comedy Like I genuinely view it as flattering interesting you know I I sometimes even learn from it You're like oh it's interesting like people are that's what they're picking up on or like they're exaggerating that and especially to your point when you're a big personality and you're exaggerated when somebody then takes the exaggerated part of you already being exaggerated It tends to be really funny Plus uh I've always thought that comedians were incredibly smart Like I just always grew up very much believing that like Richard Pryor was a big factor I actually think my keynote

career is very wrestling promo stand up comic DNA to begin with So I think there's a level of and honestly to be even like really to the point anybody who can't laugh at themselves is fucked like genuinely actually fucked It means they're deeply insecure and like unhappy And luckily the DNA draw did not give me that And so I'm cool with it No And and we as comedians it's always cool when somebody doesn't have you killed or I mean you have a good amount of money and you have connections you know what I mean Like doesn't have a car uh or that's nice Nothing wrong You know we love that Elon Musk buying Twitter big mistake probably not You know it's it's one of the most important platforms in the world and you know very quickly I think he wants to turn it into something viable Uh the product you know I've been on it for a long time I was there super early and I mean from 2007 to today it hasn't really evolved a whole lot you know obviously the guy has innovated his whole career And so you know my spidey senses say that he'll find p I've always thought that Twitter could be a major you know challenger to Netflix and Amazon Prime Like the world goes there when things are going on I've always thought that it was a platform that could have a subscription business He showed that immediately He's probably figuring out what the blue check thing means now But like I've always thought of it as a O TT competitor over the top like a streaming service I just always thought there was much more that could be done with Twitter And I so I I'm I don't think he'll lose on this one Do you think there's an issue with him being such a big personality Is there a chance he gets in his own way a little bit because he seems to like the spotlight he seems to crave the spotlight And when you're running a company like that is that a potential negative I think if you're not operationally capable and you're just sizzle and not steak it can be a negative The guys run and built real companies So I think less likely you know there's a lot of people who are just sizzle and they just you know let's bring it back to comedy you and your buddies know there's people you've come up the game with that actually potentially were funnier had more raw talent right For sure But you knew that they weren't willing to put in the work whether they didn't write or they didn't they didn't put in the fucking work right They didn't do enough mics they didn't write enough whatever you know you know this world better than I do but I I'm dangerous enough to keep an eye from afar and they haven't won And I think that's similar to the way I think about entrepreneurship Like if you can't actually operate if you don't put in the work if you're not that person the the sizzle what you're referring to will fuck it up You'll get found out Everyone gets exposed in the end Now I'm

still a believer in FTX because I I am and Sam Beckman Fried I think he is a genius I'm undeterred by the new spate of news Uh And and I just want a commitment from you that you're still a believer because so many people are jumping shit now Whereas I say to myself like isn't this time to really show him our support Like let him know that like what he's doing is good Like he's giving Bill Clinton money and like these are people that need money right The Democrats and stuff So it's just a good I think it's a good thing What he's done How do we help him That's my question Like how could we help him Do we get him to Dubai Do we get him on a jet What does this say about the larger crypto thing Is it over No because I mean you know nobody I know that actually is educated in crypto kept their money in an exchange because that's not decentralized What about GB Well that's not someone who I would deem as somebody who's deep crypto right You know and I think I think some of these step backwards during this era are gonna be similar to when pets dot com and all that stuff happened in the internet back in 2001 Like people are just confused and they get hyped and overexcited about dumb shit You know look fraud is hard to see at times but you know centralized you know exchanges are a dangerous game You're keeping your money in an unregulated industries platform that Sam was able to do the things that one would fear in that scenario And so I think crypto is such a big technology but unfortunately greed and short term thinking and all that always clouds new technologies It's always the same shit It seems to be that he was able to win over so many Well money does that fans right Money does that It was called the visionary Is it dangerous when you have somebody when you have a a situation where it's the crypto in general is not really that well understood by the general public right So when you have a small amount of people that really understand the ins and outs of this is it just more of a uh you know potential for this type of thing Well not really because you know the the reality is it's the people that know it aren't necessarily even excited about the kind of things that are being built that are screwing things up Like the hardcore technologists actually just want it to all be decentralized Why Bitcoin has such enthusiasm around it The NFT thing is really misunderstood because it's about the smart contracts and the technology there but it got all going on the collectibility right And so I don't think it's about a small group knowing because it wasn't Sam's knowledge of Blockchain that created this vulnerability It was the lack of knowledge of people leaving their money in there and like anything else when people are anytime there's something that's too good to be true when everyone's trying

to make a fast buck this is what happens and you made the right call This is so similar to the web in 95 678 The difference was people weren't throwing around money and investing in things back then They didn't walk they did on the public stocks like the pets dot com and things of that nature But that was a small group today Everybody all these youngsters they all think they're investors and they're throwing around money like crazy So you're a long term believer in crypto I'm unfazed by any of the uh you know obviously the dips or yeah I mean I'm I'm personally most bullish on NFTS because I think that that's like iphone app website social media accounts Long term I was taught I went to art basil last year and all of the everybody was talking about NFTS or it might have been two years ago I I probably last year it was out of control It was last year it was last year you had like marshmallow at your party Ok I wish there was some there was some some party where somebody who knew you let me in So I appreciate that one of your employees I think Um and and actually I think that we did have I got and left early and didn't get to see him He to me Yeah he was good He was great Um Everyone who's talking about NFTS you have always been honest to your credit saying 90% of these 99% are going away to projects are going to zero Is it a little insane When do those two statements Are they able to live together Of course that was 99% of this is going away and yet everybody get excited about it because it's awesome Yes because it was because it's the complete replica of the internet You know most of the people forget what internet hysteria 96 70 looked like you were 10 What did it look like It looked like the following The internet is gonna change everything and everything's gonna be on the internet in 24 months And meanwhile there wasn't like a person I knew over 40 that even knew how to get on the internet yet That's why I get scared about the Metaverse and VR like the tech the excitement is right But it always takes 15 years And yes do I think 1% is gonna be special Of course I do because Amazon was sitting there in 1999 for \$4 a share or whatever And that was a really good idea If you if you put 1000 into Amazon it's like a million today It like worked out The problem was people get too greedy too fast And so yeah it was pretty easy for me to be like hey this NFT thing is pretty awesome Comma 99% of what's out right now is going to zero Don't invest money that you can't afford to lose The problem is nobody heard the second part because you had a buddy who bought a fucking NFT that had a snail with like a cigar up its ass And he's like I bought this for 80 bucks It's now worth 44,000 and like everyone's like what the fuck Isn't that a statement of our economy That a snail with a cigar up his ass would sell Like

imagine telling uh uh getting a guy out of the mines and the coal mines of Pennsylvania and showing him it it it does because I I was in subprime mortgages and and there are people that have negative thoughts about them I think they were beautiful instruments but a lot of people have negative they say negative things about them whatever But I don't think you I think people that money should be given it sometimes So the reality is I don't have a problem with like these types of speculative things where people are like hey I'm taking a chance Let's see if this works Um But you were also a deep believer and and this you may be proven right I don't I don't know if we know in the art behind some of this stuff Uh No for me it's it's couple things I do believe that there will be a Jackson Pollock and an Andy Warhol of this generation I believe when you and I over beer watch this clip in 22 years that whether it's ex copy or people or somebody Amber Victoria I don't know who but will there be 3 to 4 people that put out stuff during this era that in 25 years people collect like vigorously Yes I believe that to be true That's 0.01% of all the artists My bigger thing was I felt what really got me hyped was it reminded me of after school eighties cartoons If you think about eighties after school cartoons Transformers G I Joe My Little Pony right All the care bears all these all these IP S were built And it's very clear to me that during this era 578 G I Joe Transformer my little ponies will happen because you have real people that are real creative that are building intellectual properties and some of them will survive this carnage And I believe that those will be the important art collectible cartoons video games be friends is your line of of all the different And are are you you the proactive piranhas So it looks like proactive piranha So now this is a piranha who's believes in hustle culture Well I don't know about that Why is why is proactive hustle culture Well he's hustling No he's being proactive Well that's a form of hustling Well it all depends on how you want to use it but this is this is a piranha And are you against being proactive Because I would argue you're one of the more proactive people I have actually watch Navigate Earth I well that's completely I mean you've seen a lot of people that that are a lot more proactive than me You're very proactive I try to be as proactive as you brother I try to be proactive which you and I kind of look like I don't want to sue you But this is there is a similarity to this Now this this piranha is he is he to teach Children about NFTS Like what is he like Like it is part of your here's the way I see the V friends You know everyone's going nuts about the trans teachers like grooming the getting the kids to be trans I see V friends as your way to groom kids into being entrepreneurs and start robbing their

families Why would I rather you know what I mean Just to start talking about NFTS at the dinner table Like I feel like this is a way to get into kids' heads and they start talking about Blockchain at lunch at school Hey on your downtime would you like to join our strategy team Right But no but I think for me you know I think that uh in a lot of stuff you talk about in a world of red and blue right I think all the answers are purple really I think it's insane what everyone's doing And so for me be friends is kind of like a world that I wanna create that really educates people to play a little bit more in the middle which is like proactiveness fucking matters Accountable aunt not on the shelf Talk about a character I wanna build This is an aunt who's got fucking accountable for saying something wrong and needs to be taught No this is an ant that understands that almost everybody's upset because they want to blame somebody besides themselves So these are characters that all have like there's message yes there's like accountable ant There's probably so everyone has a thing about them and it just targeted it Do you think kids learn this stuff I'm gonna build it over the next 50 years Kind of like Marvel there'll be the stuff that's young but then just like you know older movies um these characters will be developed to go the gamut from 1 to 99 And right now I'm skewing towards a younger play you know cartoons and toys and video games And and so that's where my focus is right now when people criticize a lot of whatever you wanna say marketing gurus people that are telling people like hustle figure it out grind build your own thing which of course is benefits to all of that right But then there are these this vast chasm of inequality right This vast chasm of wealth between people that are at the top and the people that are at the bottom and it seems increasingly unsustainable uh that we have this massive chasm right Is it you mean in society not in marketing we're gonna probably live to see trillionaires right Guys who have a trillion dollars and then we have large swaths of the country that are somewhat ungovernable I mean they're just people can't get clean what It's it's tough How does that all in in the way you look at the world How do you think the ethos of what you kind of preach fits into a society where more and more people have less and less and more and more people are being I guess disenfranchised economically they're unable to um participate in society in a in a in a way that you would like them to Yeah I mean I think this is why I love purple versus red and blue You know I'm a true entrepreneur I was born in communism Like actually so you know I think that I struggle with trying to suppress merit Agreed That's just doesn't feel like the human spirit agreed on the flip side The thought of people who

make hundreds of millions of dollars a year not paying taxes or trying to contribute feels off as well So for me like I'm a big fan of the middle like I really really believe in that shit So as far as my message the I the the concept of like hey here are things that I see that might help you potentially feels incredibly good I you know I don't think what I talk about works for everyone I think everyone has different DNA Like I just share the things that I observe that I'm excited about with the hope that it provides value as far as kind of like just that it's a good feeling to get messages or interactions with people that have benefited from the positivity I I you know I talked to a lot of my friends who are entrepreneurs and capitalists who I always feel like the world if you're gonna want merit Let's have merit And I feel like when people get into their seventies eighties and nineties and they don't wanna fight in the jungle anymore and they decide to use their money to pay off politicians to keep their money That's kind of loser fucking entrepreneurship It just seems like the system is so easy to game because I agree with you about me I agree so much about merit But then you look at the FTX stuff and you go man the system seems very very you know easily game Well that's been you know the problem with the FDX thing is like Bernie Madoff did it when he's on the SEC Like like like it happens all it's happened for humans are flawed brother Like it's part of the fucking you know it's like it's fucking part of the game of life like it is what it is it sucks like who like fuck ripping people off There's people killing people this second as you and I sit here with a fucking piranha There are people killing other people humans It's a waste It's for no people doing it for free That's right And and that and that's a bigger problem is that there's no even I mean if you really want to get into like the fucking real fucked up are you Ukrainian I'm Belarusian I was born in Belarus What's your read on this Fuck I mean I mean just quickly I know it's hard on this is if you could is there a is there a is there an animal that will explain the Ukraine war there This is the rational rattlesnake Everything that really rational rattlesnake everything that's going on in Ukraine and Russia is not rational it's not rational It's not that rattlesnake But this guy he's the one who goes here That's right I'm gonna set a ration rattles likes to talk to Putin He goes because we can't totally isolate You know it's got all the nukes Putin you know but and and Zelinski seems like he's doing a good job by the way as we're filming this by the way as we're fucking taping this a fucking missile hit Poland I know But here's the way we all feel about Poland It's maybe good for Poland Would you has nothing going on Gary You know this better than anyone This is a great rebrand opportunity for Poland So you feel

things towards Poland Here's the thing with Poland Poland is not the country that got like hit with a missile by mistake It's time it's a rebrand it can go in they can march into it own it Otherwise we didn't really think about Poland So this is kind of what we have to do It's like it's branding right You've said it So I mean so so look I think I think the reality is is that there's so much always going on and right now there's a lot going on And this is actually why I admire what you do for a living I believe that people need two core things when shit is really fucking tense One true escapism And I think that's what you provide I think when people go oh really You really do like it you're really good at it and fucking laughing on some real shit is something way more people need to do I agree It would really help a lot of people There's no fuck go go going on then Number two it's the things that I'm passionate about which is like just kind of jumping on What can I do about it You know like like if you were just like I can't do shit everything's fucked Do you know how sad you get How fast 100% And I'm not saying that we should do that It just by the way on the record my number one topic for the last 25 years amongst my small group of friends is that the separation of wealth is the number one reason good places go to the ground and I'm completely like people go hey um I wanna hustle I want to do all these things I wanna be an entrepreneur I wanna do all these things But like my mother has cancer she does not have health care She's been working at a job for however long and she's still unable to pay for her medication These are real things and the question becomes in that scenario besides voting what does Ronnie or Sally in that scenario do Right Like to me with like to me systematic issues we could spend the rest of your fucking podcast you and I fucking die talking about that But then in their life they should they could do something I I mean here's here of course there are people who have remarkably challenging circumstances that accomplish things the end I mean I mean both both my parents lost a parent at five and 16 That happened That was real right They lived in the US Sr my mom lost her mom And why did you come here 1978 So you were born in the US Sr I was born in the US S it's such a great hook You like a great hook to have You can really when you say you were born in communism you really it really is true Well you should see the combos me and my parents have when everyone's like America's going socialist my father and his broken you know his his accents like these fucking stupid Americans if they understood what the fuck that actually was And so like yeah it gives you perspective And also when you grow up in a Russian household like when I would like break my arm my mom would like you

remember that old Chris Rock joke that Robitussin like robot Like I lived that life It was like mom I'm sick She's like go to sleep I was like what the fuck is medicine when I was like went to college and my friends are like take some Tylenol I'm like what is this incredible superpower You know like she was it was just different and so like so it makes you like appreciate everything Do you think social media engagement is down Social media engagement is down It's that's what all the articles are saying It's I am I am I wrong I think social media engagement on certain platforms is potentially down But go ahead There are all these articles a spate of articles coming out This is this is why we're sitting here together You texted me and said hey this and I said brother I'm actually gonna cancel my Tuesday night II I was like bring your camouflage I I wanna get your Yeah I I'm in my came out This is I wanna get your read on this There are people out there making persuasive compelling arguments that the your beloved social media my beloved beloved social media people are sick of they're sick of it They realized how toxic it is They're gonna go back to their regular lives whatever the hell that means they're gonna unplug from this thing called Good And then the the internet is not going to be the sole driver of culture in our our lives anymore It's gonna be Netflix I don't know your podcast I don't know I hope both of those things I mean it deals with both but the the the reality is you will you allow this to happen Will you let this happen Will you let people you wanna hear something insane Will you let people you wanna hear something insane Kids or kids would be happy Do you know how pumped I would be if social disappeared I mean that seems crazy to hear I fucking built on email before that or like the like I only care about where the attention is and I'll follow that So like to me if Facebook and Twitter and Snap and tiktok all went you know people like tiktok might be banned The whole company is texting me like what the fuck I'm like good Like it's completely relevant All I care about is trying to understand where people are paying attention and then I try to create value in that channel whether that's a fucking book or if I have to go outside and fucking talk on a corner I'm interested You look at social media and you see that it is quite toxic Well that's because people are toxic of course they are but social media also allows them to be toxic Well what do you ask amounts of people you want it regulated I'm not saying regulated I'm just saying what you like people seem to be kind of No Yes I totally agree That's good That is good I love the merit of the market If it's not bringing you value what the fuck are you doing People come up to me all the time like literally at the airport like Gary Instagram I'm like like Instagram is

what's going on with this I'm like it's just people drinking drinks out of hot dogs and it's it's sick But do you understand this is kind of a portal to hell We've all opened here a little bit I don't it's a little bit of a portal I'm moonwalking to heaven because of it Well that's a great way to say you're going to hell is moonwalking to heaven Is that true That's what someone would say if they were going to hell you'd say if I if I end up in hell I'm gonna be like motherfucking TD If you fucking send me you will colonize it quickly I do have you do you would dominate I'll get everybody happy So what is the main focus of when you look at these people saying that the internet's people are kind of getting you know take stepping back it means nothing You in fact you like it You think this is a good thing I think these are articles being written based on the the article that you're probably referring to is like oh it's more about tiktok and youtube and like Netflix It's more about entertainment and I'm like who's providing the entertainment it's humans like I I love this concept that like not look any ideology One has no matter where it is you just have to base it on what people are actually doing The I'm gonna tell you let me just finish this People are not using this shit less But if they are cool if there's a fat girl on Instagram who eats a different sausage every day does she deserve to be famous You know anybody deserves this But Gary don't you see why some people think that's crazy I think it's crazy that you and I are famous I don't even know if we are but you're very famous You are very what do you have The animals are after you you go to fucking Australia and fill out fucking arenas that well the people in Australia have been very kind and good They're very very very nice people I said horrible things about them I actually think that there is no fame It's been commoditized and everybody's got some sort of audience and I think it's awesome I think it's awesome that Sean can do what he does with comedy on people That that what does Sean do Sean is gonna be as big as you in three years That's I listen he should be bigger than me now But what does he do Just out of curiosity He works at 1:37 p.m. which is a media platform that I own here in my or X World But he really he's a future comedic superstar I really think he's very I really do think he's extremely talented bless And I think you if you dug in would like actually believe that's true I feel like he's part of the crew that you came up with Like you would see it anyway Nonetheless we met or not Oh you went to gang fast ok By the way I I just said that strictly selfish So I could cut it in four years and I predicted this kid was going that was all selfish What you do Do you are you doing knowing that it's all of it all of it because uh yeah if you're listening right now the

building is doing a test that's authentic Um Everything I am petrified to be wrong So everything I say publicly I'd like to be right about Sam Beman Fried calls you what do you tell him What's your advice to a guy at this point in his life He's a young guy I have f believe it or not you'll appreciate this I have followed this so little It is very seemingly that he's in frauds And I think what he needs to do is like really go through like some help to understand how he got into this place into frauds Yeah So he's got to maybe get some therapy to get into frauds I think so better help online therapy will do it Um I I'm sure So your company because there's people out there that don't understand what you do That's true They go we we he's there He's everywhere but we don't understand what he does Have you watched the show Mad Men Yes that's what I do for a living I own a version of the advertising giants that you're helping companies connect with people on social media Also I help my social media get better Not yours because I'm not big enough but some but like not people but a company company Coldstone Creamery I would love to come to you and say we need more fat sad people to come into our establishments that we put Why does it have to be fat and sad Because that's where you build your market Gary there's there's kids and families every now and then after Little League game but you build your market Coldstone on a guy who's had enough who comes in and just wants do you like Coldstone Like it's it's not bad It's not bad I've been fat and sad and I'm telling you there there are markets that are built on on the backs of of sad people that are doing the wrong thing There's nothing wrong with that I understand you have to connect with everybody You know So but those so companies are for you It's not people Correct OK Interesting And so for me these companies waste so much money on traditional TV Commercials banner ads on websites It's actually scary how poorly the Fortune 500 ecosystem spends their marketing dollars And so we came 13 years ago and have really built a large 2000 person global company that I'm really proud of And I really enjoy operating who are the most interesting entrepreneurs that you've seen up close that you've worked with that you think are I don't know how many of them you can say or not that you look at and they embody the values of somebody who can really uh you know innovate and change the world like who are the people that I'm a big fan I'm a big fan of Evan Williams He was Jack Dorsey's partner at Twitter He did um blogger blogger and then he did Odio which was a podcast thing that kind of got crushed because Apple came out with its itunes and then he did Twitter with Jack and he was instrumental He was the first CEO I believe

I've always thought you know what you think of Jack I don't know Jack Super well but like he really invented the concept of Twitter and I love that he was running Twitter outfits where he dresses like a shaman He's cool Yeah No that's disturbing Well it's a little off putting It's but I get it it's cool for a minute But then it gets odd But but these guys are interesting They're unique Eccentric people Evan is super not I think what Evan is is just very in tune with consumers I really like people that really Sarah Blakely with Spans If you really look at how she built that brand very in tune with cons like what I get excited about is when people really have a good sense of what the masses want I'm intrigued by that like truly being like hey this is missing or this would be awesome if it existed And it doesn't have to be something as profound as like what Elon and like and Jack and like it it could be literally spans It could literally be like you know like like who thought of like bottled water Like like I actually think that's interesting It would have been a ridiculous concept It was fucking free Somebody's like no people will actually want this this way I'm always fascinated by that Are you fascinated by this And I'm sure you are about like you know you look at Casa Mio's Tequila to Clooney look at the what the Kardashians all this influencer capital right Celebrity capital where it's like their value is in their audience their name things like that That's a very interesting they're partnering with you know it's funny I also grew up in the liquor industry My dad had a liquor store and what I will tell you is what people don't know about Ryan Reynolds Gin or the Rocks or Clooney's Tequila is what they've a lot of these celebrities have done well is they've actually made really good products So what used to happen in especially alcohol is like the Rolling Stones would like give their name to a wine It would be like bulk bullshit wine And it was like a novelty gift Somewhere around 20 years ago people started getting serious and making like actual good stuff So now what I think is fascinating about that whole genre is they're not mailing it in on the product And I think it's a preview of what you're gonna see more and more which is like it's not a private label that just puts a celebrity on it which was the whole move of the eighties and nineties People are trying to build actual things and I do think people like Mr Beast and others are gonna build multibillion dollar companies You so Mr Beast seems to be like the guy he's doing a really good job I mean he's also like you know like he goes more into your world where like when I think about you when I think about like there's people that have craft his videos on youtube is craft Like my craft is just the words and ideas that come out of my mouth but it's not the production and like like he is craft

and you know the Beast burger thing has been huge The chocolate thing has been huge He's a young dude He understands like giving a shit about your audience playing the long game He's been patient Who are your competitors Who are the people who are the people out there Do you have enemies Do you have people you wanna crush Is it like succession where you sit back here and you go there's another I want and I want his family I think that's where people have a real fucked up view of the world The world is fundamentally abundant There's nobody that's taking any fans for you right Like there's plenty of comedians They're all over the streaming services It's a renaissance for all you guys and gals It's awesome But I promise you the 7 to 10 people that are in the game that you look at that you admire that you think are good that are bad whatever none of them are taking anything from you No And and what what Joe Rogan has done is kind of shown people that by sharing correct Uh and doing all that stuff you actually help each other help yourself So you're 100% right I I look do I wanna win Of course I'm competitive I like to be as successful as I can be at the game that I'm playing But like as a Jets fan when the Jets lose the football game and the game is over and they take their helmets off and they're giving love to the opponent I hate that because I'm pissed because I'm a fan fanatic and I wanna fucking punch the TV because I'm like fuck those guys don't even shake their hand But when I do it in real life A K pitching for business and we lose it Like I'm not angry about that I don't think anyone's taking anything from me And so like I don't I don't really have a feeling where I have negative feelings towards people I wanna win every time But if not cool and I'm definitely not gonna be like Sally or Rick or pieces of shit because they flip out on the staff Ever Do you give those meetings Do you give those like uh you know like uh Glengarry Glen Ross meetings where it's like always be closing I think the concept of leading with fear is fucking asinine right No I do not do that Ok So you're more of like a kind of like a I don't know how what you would say but more of like a lover a lover ok So you're not Logan Roy you're not going in there and like OK do you what are you when you when you first started making money What were the things that you liked Was it a nice car Was it a watch Was it are you into stuff like that or was it like stuff I did like buying like custom Jets jerseys of like random players that nobody knew who the fuck they were But that's like \$90 I don't really like to buy stuff I do like vacations I like spending time with my friends and family Like I lo I'm hu that to me is humongous I'd much rather spend on like paying for like my family's flights or shit like that That's the big luxury place for me So it's not

things I don't want things It's experiences I want the game experiences Yes You want the game You like the game You just like I'm just curious how great of an entrepreneur am I Is a question I'd like answered for myself before I die That's a very interesting question How great of an entrepreneur because since you were a little kid you just love making making businesses making money things happen and you want to take that as far as you can take it I'm genuinely curious of how great am I at the game of business on the flip side in parallel I love you know I love the game so much that I want to give back to it Back to Joe that you mentioned I'm a I really fuck with comedians I really do and I'll tell you why I love the following scenario when I watch documentaries and I watch a lot of shit I'm always collecting I always love hearing all of you guys and gals talk about when you had a set at the Laugh Factory and a fucking OG came up to you and gave you Daps I've always been very fascinated by that Like just the concept of people at the top of the game loving their game so much that they're willing to give love for the kids that are on the come up And I do a ton of that in the entrepreneur land I want to leave a legacy that brings value to the other people trying to play this game How do people get jobs at van your media do that How does it do you see someone doing something in life Do you ever go You're at a restaurant and you see a guy who's just the best waiter the best bartender And you go listen dude you that was very that was very common at Vanner early on It's less common now because I haven't been out and about the last three years because of COVID and I'm not traveling as much and at this point we're just getting bombarded with hundreds of applications a week Like these guys that are in the room right now they all have a similar look to them They have an it's an intensity that's terrifying and you can tell it behind their eyes there's nothing and you could just and they're ready to kill you personally Mi anyone and there there's trees just being chopped down in their heads and and but there's something about that I think is good like I look at these people and I go these are good people How do you find them I think it becomes momentum Like a lot of it's word of mouth A lot of it's random dust and get on the mic real quick and get close How did you get your job Tell us and what we say it into the mic Just because we want people to know got applied applied to got rejected both times Um Then you kidnap Gary's Children It's smart It's a good I wish it was that easy But um then the director at the time just hit me up an email said come in for an interview I said ok cool Had the interview gave me a homework assignment Did the homework assignments never heard from him again Then four months later calls me out

of the blue and was like hey you still interested in the job said yes come in Let's we'll see We'll go from there and then just went off on a little bit Yeah Well then I I stopped because I was upset about a girl and I had a wall in my life and then they hit me up She was like hey we love you Do you ever sit in the interview Not and you're intimidating No no no I think II I do it that most my direct reports The C suite and things of that nature I see Suite is the top the top this is the top this is the top You don't get to the C suite without competence Yeah confidence probably Well I'm I'm guessing that you have confidence You know the reality is hiring is guessing Like I really go on my intuition But you know it's funny you said early on the way we started this I'm so confident in my intuition that that's why I think I do so well with people razzing me or making like literally the first time I ever saw any of the stuff that you were saying I had already been aware of some of your comedy and then saw this some of the stuff It was within 1/100 of a second I'm like this is a good dude Didn't even like while all my friends were like yo we're gonna beat the fuck out of TV I was like no no no no no I'm like he's a great dude They're like what All right you know the trees in the eyes like that you know So for me the same thing with hiring comma I've mis hired so much in my fucking life that I know It's fucking guessing It's it's fucking guessing Of course you get more experiences you get the great fucking hes no different than your sets are stronger today than 15 years ago But every fuck I mean I I've made a couple of hires in the last 18 months Literally I'm just laughing at how bad these people are right now What makes somebody great as uh an employee or not you know somebody who is like what makes somebody better in the business situation and what makes somebody worse Like I is it somebody who's at the door in our in our company It's not being it's not believing in cynicism and not being scared because we have unlimited doors my doors open our people team is huge like the way we do hr is fucking different And like if you're gonna bring cynicism of the places you worked in the past it's gonna lead to politics and you're gonna lose If you're willing to kind of let go and over communicate whatever's bothering you or things of that nature you will crush when you're telling companies how to reach people What's the most important you know you know they go we want to get to consumers creative strategy per social media platform understanding like for you for example back to your social I would do a lot more on linkedin if I were you I you know what This is brilliant because I've never thought about that So I think a lot of your comedy is super thoughtful and I didn't even know I could do something on linkedin correct Do you mean

comedy or start like a health care fraud company on linkedin Because I'll do that I know you will But I highly recommend you get thoughtful about taking some of your clips clipping it for linkedin and writing copy that is a hair take like 10 miles off your fastball and I think you would fucking crush That's very interesting So it's it's creative strategy It's under that a video on tiktok is gonna act different than a video on youtube shorts and a video on Twitter It's you know you'll really like this because this is there's no way to be a big time comedian without understanding this Every platform is a different room right So like when you're touring the US you know I know this about your comedy because I've as I've dug in as we've gotten friendly on text a little bit I like and more curious and I'm always kind of rooting more You have to know somebody Your your comedy is gonna be different in city by city country by country So for me same with the way I do public speaking and definitely the backbone of why I want on social Like I understand the room that I'm in and for me it's you're trying to get them to laugh and think I'm trying to get them to think and do Right And so I think that's where people are missing They think let me make a piece of content and I'm gonna blast it on all these platforms I'm thinking oh I'm in tiktok tonight Well I'm in like Buffalo for 40 people I have to give us I have to give a Josh Allen joke Oh I'm in Australia Let me give a footy joke And a Cooper's beer not a Budweiser And so contextual creative is the number like out of this entire podcast for all the people listening This little part right here is the single thing that can make their career or their little business or their big business Go further understanding how to make content for the place You're fucking distributing it right What do you think about the resurgence of NFTS When does that happen I have no idea You have no idea because now you're in the winter We crypto we are in crypto winter This is the death This is when this is this is when B players get smoked out B players the C and D and F players are literally already gone They're dead they're dead B players are gonna get the frostbite and get their toes cut out How bad has it gotten What's a crypto punk going for now Maybe the floor is like 8 70 80 K and it was horrible Well crypto punks is the one that's gonna be the one I think Like you know I can only talk about what I'm doing That's the only one I'm sure of including mine If I die tomorrow V friends can't be what it was supposed to be from V friends to World of women to board Ape to all of them It requires the operator to make it awesome over the next 20 years to justify the whole thing you said every business is gonna eventually have an NFT strategy 100% You said we three is going it's an inevitable thing

Correct It's gonna happen Um you don't know when well I think over the next decade or two that will be obvious And here's what I mean by that almost every s every like the amount of companies that have an app on the iphone is remarkable There's like local pizza restaurants that have one location in Maine that have an app not every single app is gonna become tiktok and Instagram Same with NFTS The technology of NFT is gonna work for every business but not every project is gonna be board a yacht club So it's technology not about the collectibility When do you think the metaverse Because the metaverse those things look horrible Are you excited Some real shit real shit You're a smart dude Are you excited about doing virtual events in 15 years I kind of am I I think you're gonna crush that Yes II I I'm excited about that And what are you where are you going to live full time when you don't have to go anywhere right down to the si file in Dubai taxes in Dubai And I and I have a mosque where I run most of my business through real talk What's your what's your absolute guess Just for fun So we can recall it and clip it and see how right you are 16 years from now VR is at full scale You don't have to go anywhere You are gonna have a home base and you're gonna do 200 shows a year and you're not gonna fucking travel Where do you physically live in the middle of the ocean In like a in like a like a pirate Like a pod What do you think about Austin Texas Everyone's saying it's the next thing everybody's going to Austin Are you going to be left behind Living in New York Like some loser Look at this dump Have you been to Austin Have you seen it They have uh barbecue and lesbians don't you want to go there and see we have barbecue We have barbecues and lesbians in New York No I know But what what are you saying Now we all know Austin's a dump and the people who are moving there are insane But what do you think about it Where do you stand on it Are you with them or are you against them I'm with everyone You're with everybody You can't because you can't be with every horse I'm plan to live in Austin Town 100% No never never And now why Because I'll never leave New York I would never live in LA I would never live in Detroit I would love never live in Florida I think it is about New York for you Specifically the New York Jets Is that it is that true Yes That's something I need to be Thank God you do this because you really could have been a killer You could have killed you really couldn't Like as I sit here to this interview it was like thank God you were an entrepreneur because there there's another version of you that's just killing my kid I just you love the jets I love the jets See I it's funny to me because I used to be a tour guide on a double decker bus before I had any money to

accommodate And there was one guy named Bernie who was this guy he was this older guy and he never he was always like I don't have any money I live in the Bronx It's horrible And I go why don't you move You know they have tour buses on the places and he swear I swear to God he went I like the Yankees and I'm like it's insane It was the only other time you heard somebody in the time you heard it here in this colossus And then Bernie the tour guide is Bernie I hope you're live If you are please hit us up DS Um I this is the place man It's obviously the jets but like this is the place where else why Like it's got everything There's so many people I love people It's got so many people It's always crowded It's always a little has tacos that you can eat in the morning they call them breakfast tacos We have those big there's nothing anybody has that we don't have Well ok if you say so no of course I know that you're correct I I moved to L A because you know because you're an entertainment hawk were the devil That's where you want to be And in my business you have to get as close as you can to the devil before he eats your soul and then spits you out Now that's kind of what our business is That's what the entertainment did You always want to do it Uh Meet the devil No did I Yeah when I was a little kid I was funny and my parents you know I lived a kind of crazy life and it was uh I did drugs early and I was uh precocious and I liked adults I liked hearing adult conversations when I was a kid I like people that were sarcastic and rude and cynical and all the things It became funny I like people that were like smoke cigarettes outside and like fuck this and I was drawn to it I was drawn to it I always thought that was kind of funny Like the guy at the dinner who would say you know oh you know like I just remember like hearing like when I was a little kid like uh you know my my mother's friend was outside the house and like I think she was like smoking a cigarette and she was like oh she was talking to somebody She's like total piece of shit And I was like I wanna do that for a l Like it was just funny There was something funny and free about uh the way people chose to look the world because there is so much horror and there's so much sadness and like you said I I'm not a communist so I know you'll never alleviate all of it Like all the utopians go we can alleviate all of that you want So the reality is you do get to a point where you go if you can look at and frame things in a funny way you talking about perspective perspective I I absolutely believe it's funny we got here I would have been really pissed if we didn't touch on this exact thing I think it's the whole game I actually think you and I are the same I mean that's crazy Let me explain I mean it could be true I actually think this is why we have a nice kinship I think Saman and

freedom are the same Yeah fair enough But I'm telling you I think this is why we have a little bit of a kinship I think the way you just frame that is exactly how I live my life which is you do it from a framework of and so I touched on it earlier of like hey it's heavy let's decide to look at it like this and smile about it a little bit and maybe think a little bit and it might lead to something And I genuinely think the same thing like literally everything I believe in is like ok and now what everything is and now what should I come out with a line of V French Should I have like racist rhino where it's like a rhino who's just like a product of his time He's a product of his time He's not he's no 1957 not malicious It was 1957 He just doesn't know what he doesn't know Um Do you tend to view the future of technology with all You have very rose colored glasses which I like but you think I'm some dark things coming with the tech you know I love when people are like tech fucked everything up I'm like I was like do you remember Hitler Like like like do you imagine Hitler now Yeah What about him It would be probably worse or or what if he not gotten that far Globally Great point Like I would argue that there's no shot He got that far because the information would have flowed too fast as a comic too I think it's specifically hard for uh people that are you know you know you know that engage in things like satire sarcasm Yeah I did engage in like things that you know are tougher to read on social media because you don't hear my voice It's not a live show You're not you know So your your irony all these things kind of can get lost The lucky thing is that I actually believe back to my rosy colored glasses I do think that people understand intent I would argue that what's really hurting A lot of people who are very quick to cancel is that they're completely tone deaf to intent Thus rendering it very difficult to have it be palpable to human beings when you're just like fuck that person you're like it's so fucking clear that that person is tongue in cheeking this And so like that's where people really struggle when we take away intent and context from the conversation That's why we're challenged right now How much do you travel for your job Are you all over the place I mean before COVID all over the place we have offices in London and Singapore and L A and Mexico City Have you slowed down Will you ever slow down Yeah look I'm I'm simple bro I'm fucking simple Like I'm high energy and I'm pumped and I'm excited and passionate but like none of this shit fucking matters Like honestly like like back to the how this fucking show started Wh why are you not upset Because I don't think I mean anything people are fucking confused at it you know it's important your family like fucking like what the fuck Like the reason people get upset is

because they think there's somebody and I tell people like did you see what happened to Prince Prince Really fucking cold meant something poor guy passes We fucking are all hurt We give him 24 hours of flowers and then a week later the world's spinning Everyone's walking around getting offended as if they mean something If you're if you uh a guy like Trump right His company had some interesting things What's your advice to the Trump brand What does the Trump brand do right now How do they turn it around I I don't you know that's so complicated because the guy to tell them the old maybe the opening question I ask everybody is what would you like to accomplish They want to uh keep having money and get the feds off their back I I think that ship has sailed You know what I mean Like that goes back like every time somebody comes into this office I'm like what would you like to happen And I always tell them like good marketing just speeds up everyone finding out the truth about your product back to when you said social media right Like everyone's like social media I'm like social media exposes it speeds up the exposure of interesting it doesn't change Everyone's like it's doing all this shit The algorithm the algorithm is responding to you they wanna sell ads they wanna fucking sell ads No different than Seinfeld You know why Seinfeld got paid a fucking fortune by NBC They sold fucking ads If you're looking at cars all day long and searching cars you're gonna see fucking cars in your content Like everyone like they love people love this People love this idea of a wizard of Oz Mark Zuckerberg is not sitting at fucking home being like oh Ricky Thompson the 16 year old I'm gonna send him some poison now It's so fucking delusional You know what you should start talking more about that will land instead of people blaming platforms Why don't we start having a more modern conversation about parenting I believe by the 100% I'm with you there Let's go my man Let's team Maybe we should go on a tour You talk about parenting and just fucking talk about But there are good parents there's unlimited good parents Caitlyn Jenner and the other one because what they did was they what's what's her name Uh Chris Because what they did Chris and Kaitlin um is they made their family into a multibillion dollar business that's cheapened and destroyed uh and hasten the demise of uh earth That's good And I think as parents that's good You know what's interesting about that The 13 year old plastic surgery they look nice I've got a hot take for you on that one counter take It's insane how much those siblings love each other I I how about that How about a curveball All of my siblings were billionaires Do you know how much I'd love them Do you have any idea how much I love them If our

love was commodified I'm incredibly impressed about that but I've said she should be the governor of California I think she's a hard worker Will you be a governor I think I might run for something You might you're going to see it I wish I should do it I can't be president So I'm out Well you could help me I would help you and we could figure out a way to do it I'm telling you right now the other day Maybe I should run for something I tell you right now I don't it would be a great no different than you texted me and said hey social media is dead Do you want to do the show And boom was I there you were here I fucking changed my plans Got here today to do it in nine years when you text me and be like yo I wanna be the governor of Kansas I will be right there We will we have to start at Kansas I want you in Kansas I want you in Kansas That's horrible Why Because it's rough out there But then you could kind of do what you want Kansas is awesome You could kill Kansas is awesome You don't think Kansas is awesome Kansas would make me live in Austin Fair enough What do you think is going on with Miami Miami I like it down there It's warm Coke paradise The future of Crypto the crypto hub What's it gonna be A lot of tech people My favorite thing about Miami is that all I knew all my New York buddies who moved down there and claimed that they were gonna be there post COVID are back are back And I won a lot of side bets with all of them Their delusion that they were actually going to be entertained enough and stimulated enough to actually live there full time was so funny to me that they didn't understand that one day COVID would be over and you actually would have New York back to New York And I I was fascinated by people's delusion on that Miami is a great place to visit and that's Austin it's all of them right That's just a great they're actually listen Austin Miami these are great cities but compared to fucking New York you can't it's like dog shit What do you think of L A You think it's a dump I don't love L A but but I love it I mean I like again if let me take a big step back every place besides Boston because they have the Patriots is lovely None of them are even in the fucking stratosphere of New York City So none of them are It really is the city in the world So I'm always gonna be New York out when I say that But all these places are awesome Now are you a guy that before he goes to bed every night house of cards style puts on a hoodie and just throws someone in front of a train just to sleep at night just because it's Do you get off on that kind of energy Do you sleep easy Sometimes I sleep like a I literally am out like a light Don't wake up at all Occasionally Once in a blue moon need to drink water never have to piss straight Eight hours seven hours out No one last piece of advice because by the way I do I want to

thank you for doing this I really appreciate it Happy to do it One last piece of advice for all of the people right now that have an idea that they really believe in and it hasn't worked and it hasn't worked yet It hasn't worked Understand that one there's a couple of things one it might be timing you just might be too early or too late Timing is a real thing Two you might not be good at executing your idea and it might be a good idea to bring a partner in to help you do it right Like like it's OK 50% of something meaningful is a fuck load Better than 100% of nothing And so I think humility is like a huge huge factor in all this And so if it hasn't happened yet timing maybe you need more patience or look yourself in the mirror and be like hey I'm good at the idea but I can't fucking make it come true Let me go find somebody that can Sam Beman Fried If you're listening I want you to say that to yourself in the mirror right now because me Gary van Der support you and love you and we want you back We want you back as soon as possible and to to because it's a great idea whatever it was the crypto exchange and just come back We love you Gary Thank you Thank you I appreciate it Thank you Thank you Thank you Thank you buddy I appreciate it