

Facebook Has Underpriced Attention in 2022 | 4Ds Consultation With Gary Vaynerchuk

The only thing you should be thinking about is if everything was perfect like as if I was a genie from the future and can grant your actual wish you have to try to make that actually happen Meaning if you've said to your own self that I want to be an actress or I want to be a doctor whatever that is that's what 22 to 30 is about It's all high risk Well so as I said I got into it because finally diagnosed with anxiety and depression about eight years ago Um and it helped me a lot and then the farm bill was passed and then you start seeing CBD everywhere and I've always been a long time cannabis en so I always knew I wanted to work with a plant Um saw a boy in that a lot of people do not know how to consume properly and that's why I started my company Um They also don't know what to look for in a product So I that's why I do decoration Um And recently with New York being passed for cannabis I wanted to open a dispensary Did you apply for a license I can I and I had a business partner and up until two months ago we just stopped because she didn't have enough runway As do I I get it She had her own CV D land And so it was also an obnoxiously competitive process You know those licenses are worth a trillion dollars And I get it makes sense It was hard to let go because it was like my lifelong dream But I now realize with two kids also quality of life Yeah retail sucks Like for quality of life like it's i it's still my favorite business like uh but it is definitely not the quality of life Business Retail is a challenge No question The good news is you're still a young woman and like over the next 2030 years the way licenses and locations and states open up though if that's an itch of a lifelong dream that you have it will only get progressively easier for you to achieve that Uh It depends you know it may require you in 20 years moving to a state where there's unlimited licenses But it's real I mean for example New Jersey you own your liquor license and you can only have two New York you don't own it you just apply for it and everyone has one So like it will be interesting to see which states do what over the next 10 15 20 years But you know as hard as it was to get in New York right now This time inevitably in 12 years it'll be the easiest thing of all time in Pennsylvania or Ohio or New York or New Jersey or da da da So keep that in the back of your mind Keep going And I also um so I'm trying to get onto the THC cannabis side while sustaining my company which predominantly and what about the service itself the service itself I

offer online And what I do is is it a free consultation right now It's a free consultation and I know I'm supposed to monetize not necessarily it's back to even some of the like you know yes And you know what I mean There is no right per se answer There's a couple of different ways to think about it but keep going So so the model is free and then you're hoping to in essence sell product to make up the margin that has a lot of friction in it That's like a high propensity of like drop off of like the you know a getting them even into the funnel B now you're giving them the content and then c you need to require them to buy and just making the margin on you know that's that makes a lot of sense to me of like the challenge in that And that's where you're at I assume that's where I don't want to monetize because it's hard enough to have people understand they actually need to be educated on it right You didn't want to create friction of cost So that's where I'm at now I'm just trying to see where I can fit in within the cannabis industry Have you thought about And so how are you producing content if at all Um just on Instagram and being very careful using certain words and how has that been going Um So recently I did a reel and then that was good So I have to do more reels Um Probably have to get on tiktok too Um I think my problem is because I'm wearing all the hats I'm a solo printer Y trying to get content while doing everything else on top of it A little No question What about the volume of consultations that you're doing What does it look like It depends how much I network with mom groups uh women's groups Um So give me a sense the last three months This is how many you've been doing per day or week or month Probably twice a week OK And I or hopefully Seo which is very bad It was working for you a little bit and now not as much because Google is always changing Is that what you're saying Well that and also the person helping me with Seo there Um They had COVID there So kind of their company kind of uh disappeared Yeah Was it working I would say about last year And ever since then we've been having trouble how long was there a period where you would consider it working And what was the dynamics of that Meaning how long was it working And how much traffic were you generating or leads were you generating based on So from your opinion and it's ok if you don't know the exact detail I'm just trying to calibrate It was probably last year for about four months and then it dropped off end of uh November Did you feel the impact of that 6000 visitors a month You were getting leads from it And where are you at With Facebook groups mom groups more Instagram Not not often And what about the concept of building your personal brand through employment or sponsorship of a brand

Are you open to that or no I am open to it Um I just didn't want to see I was pushing one brand because I have about 15 different brands I feel that they all have a reason to be there when I do my curation That makes sense for women's health makes sense products for anxiety based on the numbers I'm hearing it's when is it not viable Um At this point it's still small and like when can you not afford to like do it a week ago You know that's that's why I'm going to the brand side So we let me let me recap Now now that I've asked some questions The thing that the reason I asked about the brand side is you've gotta it's kind of like you gotta fly the plane while you fix it Right So there's a couple of things that are running through my mind One when I hear those kind of numbers and the business model I'm like oh shit she's not making any money right And so ok one what do we do about that Because I don't know savings or how you're doing all of this Right But I know that even when people have savings losing money each month eventually plays itself out So there's either the expertise that you sit with in your mind is your is your value what you know and how you communicate it is your value prop you being a platform to curate for humans to come in for consulting and being completely agnostic to product is exactly right It's the admiral thing to do And it's the best way you can help someone The biggest issue with medicine in America is it's a business and people aren't doing that So I love that That's the best What I'm concerned about is you don't have a viable way to like sustain and do the best for people So where my brain goes is a couple of things one couple of things you have no shot to do what you're doing now unless you go 3 60 on your content output Right Like even the thought of like the sentence of I did a real makes me want to jump out the window You know what I mean Like even when I heard it my skin was like that's the worst ever You know because that's because that lends itself to And by the way I'm incredibly empathetic and very much understand kids the consultations like I get it but it's a it's a chicken and egg game unless you produce content at grand scale that it's your number 123456789 content over consultation for a year is how you could actually pull this off if you decided to keep going about it the way you're doing it there is no shot without it It is the oxygen and the driver right So a couple things on that let's we'll put we'll go through that path first because it helps everybody here including yourself and then we'll go into a more is that even viable But let me let me attack that right now So the biggest elephant in the room and this is going to be a big aha for everybody including the Sasha group because they're about to hear it from me as well as is every vee or X company yesterday in a morning

meeting me and my team made the decision that Instagram is now the fifth most important platform for my personal brand going from number one That's like dramatic So when you are a solo prone especially in cannabis where you can't run ads on these platforms you must win on organic forget about the fact that you have to be incredibly careful with cannabis because the organic can be taken down and the account can be banned So we'll put that aside for now but we'll get back to that in a second for for you to succeed You have to think about first of all you need a pillar piece of content So you have to either have a show or a podcast You actually can't survive in the model you have for now without it because even if I get you to do what I want you to do which is to win on get ready Now everyone Facebook tiktok youtube shorts linkedin and Instagram If I want to get you to win on Facebook youtube Shorts and tiktok you could be banned on all three platforms You could amass 100 and 50,000 followers on each and then have it taken down because of the and everybody in cannabis is mad at the platforms I'm not this is this is government reg regulation They're not they want your money Facebook is very interested in every cannabis company's you know meadows will take every cannabis company's dollars for ads It's that they can't when the government's winds blow left or right or indifferent What can't be taken away from you is your podcast So you have to have a show where you give where you interview people right You know where you just talk if you look at the Gary V audio one of the things that crushes people with shows is the production They think they got put on a big it's like it's when I say that for a lot of people and maybe including yourself that's like fuck that's like a lot It really isn't It can be as easy as taking your iphone hitting record and talking If you look at my podcast that's what it is As a matter of fact the number one comment about my podcast is the sound quality because it's all over the place It could be from anything Like I'm not making a podcast I'm making audio that happens to go on my podcast and sometimes it's a one hour 30 minute keynote that I gave in Sweden and next time it's a four minute 12th clip from a piece of social media ripped audio right I think you need to think about that First of all that that your personal brand is your business right If you think about how I built how he was just talking about like you have to start there You can't be in like seo sales or get into a you're in sales mode and I need you to be in brand mode Seo is the is subconscious sales it's intent marketing I want to buy it's sales right Um Go networking is sales It's more sales than brand What I want you to do is put out all the brilliance in your mind into the ether And then having that be the

gateway drug pun intended to the opportunity for you to do business Got it Like I want your accounts to be tight and you putting out tons of content random thoughts random Like if again if you look at something that I want to do more of than I did for a couple of weeks I tested it earlier This summer is like my morning walk talk It was literally whatever was on my mind camera post right And it was very very strong and performed quite well Thank you Um Can you take this one This is a sad effort by me Um You're gonna have to do that The reason I bring up people is for a lot of people it's hard to come up with so much new stuff to talk about and I'm empathetic to that which is why I always tell people to interview people because then you just say what's your problem I mean it's what you do for a living What you do for a living is ask a series of questions hoping they give you the most honest answers so that you can then prescribe to the best of your knowledge right Half half your battle is to get them to break down their walls to give you insights to get to the good stuff Right I think I think you have to really go there if you don't go there it's I don't think it's viable I don't think you're going to get there and then you're going to have to do something else financially which gets me to why I asked you is it ok to potentially one of these 15 brands for you to be a brand ambassador for a little piece of time to collect some more savings so you can run them in parallel one of those 15 brands especially you know one of the great things about conscious brands is they're either fully full of shit or not And what I mean by that is not that they're full of shit It's that they care about their issue they care about their biopic the clean stuff but they might not like what I love about the world right now is everyone's chosen their one or two things to be awesome about and a great human and altruistic But then are oftentimes not awesome about other parts of the world I'm curious of these 15 brands which one of them would be thrilled for you to be a brand ambassador for them But also because they're good human beings be ok with you building your own personal brand and sometimes recommending not their brands My belief is that 12 of them would be like go fuck yourself I'm not going let you promote my competitor's product because they're not altruistic on that point of view of like humanity they are in a different way but three of them would be And of those three maybe now all of a sudden you get a \$50,000 a year consulting gig to be a face for them But you don't have to compromise what you do on the side And that cash flow over time lets you if you do what I told you in the first part you can eventually at some point leave that and go back to this right Like I think one of the things that people really struggle with in this

exact moment is the theoretical mental step backwards to keep going They'd rather like just go out of business I always I always find that fascinating that they'd rather see this because you're doing it yourself I'm a solo rene and just do it until it dies and go get a job versus coming up with like one step backwards on the way they see it It's not an actual step backwards It's a one step backwards on the way they see it And so I'm trying to get you to like look at it from a different angle that might allow you to keep having oxygen to achieve your goal But this will stop and start with your ability to produce content period That's gonna be it for everybody Otherwise there's a million of you like when I go to Hall of Flowers in LA I met 37 of you in two seconds in the green room I want to consult people on what mix of product they should use I'm like that's right It's called doctors Like it's right It's very right But you're gonna have to compete with everybody for attention And the only way to do that is content and well so my second thought was while trying to keep this viable Um looking for something on the side that'll help with meeting more people in the cannabis industry I'm just trying to see like a job Yeah Well great I mean I can help you with that You should definitely email me We'll set that up Um I have a lot of relationships in that world I where do you live Would you move I get it I get it I'm not I'm not saying that lightly by the way would you move Um I might have to wait a few years So there's so much opportunity in California and like I'm I you know I have a 10 and 13 year old like I don't think that was a lightweight question but it's something I definitely want you to sleep on because we'll set up this email I will introduce you to four or five people in the next couple of weeks One of them may lead to an opportunity It's going to be highly likely it's gonna be in California but to your point New York is exploding The first person I'm going to introduce you to is one by name of Joanne Wilson real champion of women Her and her husband Fred Wilson is one of the most successful V CS in New York history Um She got one of the licenses Yeah she'll be the one that I most hope works out for you because you don't have to move And she is the greatest champion of female entrepreneurs and is overly passionate in this space So we'll make some interest You're welcome All right we're ready to move on I love your outfit Jill Kim Hey Gary nice to meet you Pleasure How are things Thank you for allowing me to join this way and hi guys Hey Kim right now Gary you have no idea Kim right now Like gonna burst out of her seat and if the word learning GSM comes out of her seat she loves using that This is like it's awesome for her right now It's a real pleasure I'm wearing the learnings shirt underneath this Um I I'm wondering what foot

view would you say you have of uh Boehner media and how close do you ever descend to being surface level and working in the business I think that I am Uh And it's fun because a lot of people are sitting around me right now who have been with me for a long time I think what I do is don't play in the middle So the answer to your question is one inch or 100,000 miles I try to stay out of the middle I I'm very you and my team is constantly always like spooked by some of the details I know on a day to day And then obviously my job as a CEO is to be up in the clouds and watch how it all works and make sure I know where I'm taking it So to answer a question one inch and a and a million miles it's all about for me not being in the middle which is where I find a lot of executives find themselves And so um I also try to think about a mix of what do I like and what what am I good at Right So um that has a lot to do with where I find myself I find myself in places that are either I like it and like what the fuck are we all doing here I'm not I don't think maximizing money is why I'm an entrepreneur It's maximizing happiness And so if I like it it's kind of like speaking speaking is something that I really shouldn't be doing at this point in my life even though the the speaking fee I get is one of the biggest in the world And like every day I book a speaking fee I immediately stop for one second and like laugh with myself that I cannot believe I'm getting paid to speak for an hour more than I got paid the first six years of my career working every day and yet I still shouldn't do it But the only reason I do it is because I genuinely like it Like it's fun Like I like the feeling It's like being a performer right You like it Same as the way I think about being a CEO I go into things that I like or things that I'm disproportionately better at than the majority of the people in my company And so that's how I find myself in different I'm not overly worried about micro managing or being you know what I never want to be is in an ivory tower that's tone deaf One of the things here's another interesting insight The reason Gary V the brand really actually exists is if you look at the history of my content when I stopped doing the wine thing in 2011 there's really not a lot of content in 2012 and 13 and even 14 because I was building veer media I was back to what I really am and always am which is an operator and an entrepreneur It was that in 14 I started to sense for the first time that I wasn't close enough to the work the social media content and the media spend And it was the first time I found myself saying wait a minute like when I started veer nine everything I was doing it all for Wine Library and for myself So it was easy for me to tell Pepsi and Campbell's and the NHL what to do In 14 I was still doing it but I felt for the first time that I was 90% not 110% And so

I said fuck the only way this is going to work is if I build my brand and I do it every day like I did with Wine Library TV And that's when I started the Ask Gary Vee show And that's really when what what everyone sees today about Gary Vee started that moment when Steve Unwin and D Rock and in like when we started that whole thing And so um I stay like one of the things I'm most proud of is I'm ready for a debate around media and creative with every single person that works at Boehner X because I'm so close to it So in the craft of what we do for a living like the product we sell I'm the closest But in the fact of like you know James and I had a 15 minute meeting yesterday to catch up on business which is the first time we talked in two months about it or a month Like like he's running it he's running Sasha like I'm not in it I'm there I'm backbone But so not the middle is the answer you just said you're looking forward to a debate or you're waiting for the debate what side would you take on what you mean Social media overall What I meant in my analogy was somebody talking about like what works on linkedin right This second from a media or creative standpoint or how do you get virality on a youtube short Right This second my strength in that game is ridiculous for somebody who is a CEO of a company As far as the overall debate I'm massively pro social media Everybody who shits on social media for political and social issues isn't realizing these are empty vessels the hyperbole around what Facebook does is based in complete false cities and people have to become accountable Like I've seen I've seen bad things on regular television and in print and in the streets of the world and I haven't decided that watching people be Racists made me a racist You know like I think we have to become very accountable to our actions and it's very convenient to blame social media Cool Thank you for that You got it Thank you so much Kim We'll talk soon OK bye bye All right So now we've got uh 25 minutes Glenn and team So these guys are going to have you with some questions and I'm gonna try to save like three or four minutes at the end of that because Glenn also has a question about another entrepreneurial on endeavor He wants to ask you as a true entrepreneur He's gotten a lot of ideas I love it You know when I did the build your your self brand back then you had an exercise that I tell every young entrepreneur orthodontist that because I was told me 20 years ago Right I'm 54 in the land of entrepreneurship or not I'm an old fart Right But screw that I don't care I got a lot of time ahead of me and I I can Um but I remember 20 years ago I learned it and I did it once and then you reminded me to do it again which was reach out to 10 people from different parts of your life and ask them

what's your biggest strength Weakness I kept the spreadsheet and the same thing kept popping up over and over again Impulsivity impulsivity And so now I consciously go out of my way to not be impulsive right So though as a purebred entrepreneur it's also your strength Exactly When your gift is your curse it becomes understanding how to tame the animal not to eliminate it Right So I stay in the area where I'm by the way for this moment was an impulse moment Remember this Like I have goose bumps because you just talked about like that little exchange means a lot to me We're in the meta of an impulse moment around cash flow and the like it just you can't like it's your biggest strength I went live like it like but keep going But the point is I stay in where I am in I parking lot The idea and I ruminate on it or a week a month And the idea is talking about it on my head for two or three years So I'll get to that at the end I love that I'm a big fan of where there's smoke there's Spire I do the same thing but don't become so ideological about that that you're not willing to occasionally go from impulse to action because that's what this was They will tell you never worry about that Slow down the impulse And of course at the end just like two minutes you remember I brought my daughter in when she was graduating high school She didn't listen to our advice Of course around the pocket She ends up going to Arizona graduated Magnet Law you know communications And now she's living here in New York working at Ribbon as an paid and her life is about she's leaving her over now and then for interviews for her next job So I wanted to give her two or three minutes to ask a question because I said dinner with her My cousin started a company called Eden just got some really good funding He was here and they're talking back and forth about stuff I've never heard of about programs S apps software You're going to be more plugged in Way more plugged in than I'll ever be I just a couple of minutes at the end So I've got one big problem nobody can solve Ok I figured I'd throw it your way Yes But I'm going to ask you just a couple of smaller questions really fast You got it short form content Joe was throwing out to me You know I have my podcast I've done for 4.5 years I do my Friday five Friday I've done I did my blog I mean I'm just throwing out tons of content But I Joe told me about two weeks ago short form vertical 60 seconds will last youtube 234 times a day I started throwing it out My question for you is on across youtube Oh It's not youtube across my podcast It's a video with audio my videos posted on youtube My audio is thrown up on in full form in full form you know full form but like the quick so both the whole thing and then the post So I got the video and I got the audio videos

on youtube The audio is hosted on Buzz Sprout which then goes out to all the platforms I get a sense like the video isn't getting me the traction that the audio did like audio only So when I post it when I throw it out there on ig linkedin wherever I'm throwing my stuff would you post the the video which gives you that beautiful thumbnail And then here's the audio only version which is what I've been doing or do you say screw the video side of it Let youtube search handle that And I just throw out the audio only version which was good for me for a while Now I'm in a small pond So that's question one Well that's there's a lot there First of all the first answer is both you literally post them both You literally post in big letters audio only and then you post the next six hours later with the video and you know video like you do not the same post the same you can because you said six hours later yes the same Well one you said should I put out the audio or should I put out the video I'm putting I'm putting the video which gives me the thumbnail and in that post here's the audio only version Yeah I understand OK Yeah that's exactly And by the way you don't need to put the link to the video because you could just take a screenshot from any moment you liked and then just post the audio link correctly as the so you can have two pieces right That's right That's right But I think you subconsciously or consciously got to the more important part of course it worked more up front You were just getting your penetration to your pond that you you were just starting to fish this new pond you've eaten a lot of fucking fish out of that pond And because your thing is so narrow which is great because I love narrow depth Well there's only so many fish in there Right So now what ends up happening is you've got to start creating micro strategies for example what is the content you're making for the kids that are in school to become worth out Right Right That's gonna be very different content than someone who's 17 years into their career and is trying to maximize their profits or their lifestyle or are transitioning So what you've got to now do is micros the pond right Which is what I started doing good I really started focusing much more on the residents because my demo is orthos are out of school you know a year to 12 years give or take ages 30 to 42 43 That's like my demo But most of the real is the average orthodontist is coming out of residency with 56 800,000 in debt Right And so getting them ahead of the curve and going OK guys you guys get out of school soon Let me teach you how to hit the ground running Let me show you like I know what you're living You Yes comma what you can also start doing and this is where you can widen your world You could be talking to them while they're in the process of collecting the debt and what could they potentially be doing

Right And that's where the narrative is sort of switched at this point in the game And again the last question is again I don't want to take too much time This isn't the big problem but it's hard Do I chase like what I talked to orthodontists about I can talk to anybody in this room about It's the same stuff you talk about 100% the culture the hustle the plan right The team You should absolutely start flirting with broader content 100% It needs to be part of your mix It's hard you know to serve both masters But I mean are you kidding me The 1st 50 pieces of business content I made every comment was fuck you Stay in your lane Wine boy What the fuck do you know about business I'm like Jesus Christ I was like that's all I've been doing I just became wine guy to you because of youtube I'm like I am business you know So you yeah you'll get some of that You'll probably less because it's not as big of a jump for you because you've been talking about the business of Ortho Um You should absolutely make that my shorts have been focused on but you need to be insane insane about Facebook fan page Output Number one the game is back at scale That's where I live So Facebook fan page number one youtube shorts number two Tik Tok Number three you must dominate those three arbitrages How many ideal four per platform Yes on those And then there's Twitter and Instagram and regular youtube and linkedin So I do what I love doing and content creation is more about post production than actually your time It really is If I've got if I've got which again I'm working purposely to make sure that I've got those moments those times where you can take pieces and throw them out later on like you talk about it Right I should wear the same clothes every time That's right Right And so um the the last little one which it may not be that little but I don't think it's huge It's been on my mind for at least three years now Um And listening to you talk a lot about the culture the social consciousness of a of a company I feel like I have to do this like this is like keep me up at night but I'm afraid of the resources it's gonna take is I've been trying for three years in my head to create something called embracing our warriors where too many ptsd injured hurt vets come back and the VA doesn't take care of them They want they deserve a smile they deserve to to feel good when they look in the mirror And I've been talking to the VA I've been talking to the nonprofit folks about developing because I've got the sponsors or companies that create Ortho brands I've got the doctors all over the country That's right Um to be able to develop this nonprofit where a vet can be vetted like legit like they are a disabled vet and them and their family can find a doc that we hook them up with who will get free product from a company So just uh just crawl

just get it started You know when you're winning in one part it makes a lot of sense because you're playing at this scale over here that it feels natural to get this thing over here to be at that same scale immediately And I think you know the resources is a real thing But I think what you do is you just decide today that you're going to do it for 25 people You're going to alpha test it out with a brand or brands with a couple of like doctors or when you get the applicants you'll just bubble gum and tape it one by one You'll call Ronnie or Sally and be like this guy's in Minnesota Will you do Like you just alpha it I got the contact Yes because what you're trying to do rightfully I get it You're trying to come from here and push it down like here's the platform this is what we do and then you're boiling the ocean and this is what you get into this moment instead do it behind the scenes as bubble gum and tape get the taste of it and then scale it It's the biggest reason content doesn't work I alluded to it when I was talking about a show can just be clicked But everybody everybody the biggest mistake is they try to make it too big and it's all in their head and they never do anything It just go this way just start doing the best way to do it is call 25 of my friends tell them to post in their communities Hey anybody know anybody that right And then I connect them to the sponsors and get it done You've got a big enough platform that you just say here's the Google you make one Google form you make one video you send people and then you see what's they're in and then you reach out to the people You are traffic control because then you're more in control Thanks You got it So here's the big one And I brought this one legitimately Do I work with a guy Todd Brown who's a really brilliant guy helped us a lot But I don't know if you know Todd or that's awesome offers That's good Nobody can solve this So I've got a group called Arthur Perdu RD regional dominant stupid name I made it five years ago But nonetheless it's a group of about 195 Google and Nike are stupid names Why are they not Names Are just proxies Names are made So Gary V with Two Silent es is a stupid name on the record Two Silent Ease is a bad idea Men Oh sorry it's good No Well I'll make it work on the back end Don't worry Go ahead Please Still not quite sure what my end goal is I get asked what's your five year goal I want to figure out my goal clearly Yes 70 more years I guess my question is if you were in knowing what you know now what would you say to your 22 year old self Because I've been throwing some darts trying to see which one sticks But I just love to hear from you My if I gave you the actual answer it's so complicated because at 22 the only thing I wanted to do was build my family's business for them And I was kind of like the talks I was having were

weird which is like you're going to give up the best years of your life for your parents because they did it for you And like I have like this altruistic like noble like family immigrant vision and and I was psychotic about it Like literally did not like like actively tell people like I went to everything is best in balance Like it would have been OK if I went to the Jersey shore once in my twenties it would have been ok But I didn't that's how psychotic I was I think but the reason I'm so happy is because I'm going to give you the answer of what ties that together which is the only thing you should be thinking about is if everything was perfect Like as if I was a genie from the future and can grant your actual wish you have to try to make that actually happen Meaning even if you've never said to your dad only to yourself not even your best friend Like if you've said to your own self that I want to be an actress or I want to be a doctor or I wanna be a Supreme Court justice or an entrepreneur whatever that is whatever it actually is that's what 22 to 30 is about It's all high risk It's the biggest fucking falsity that has been sold to kids Now you've got to actually know what the fuck you're doing as if you're actually in the best position ever to execute something that's not practical You don't need a lot of money to live You can live with 40 of your fucking friends let alone three You could you can eat like shit in your twenties so you can buy dollar food and like you can just you don't have kids you don't have you don't Oops sorry Uh you know you are you are in the most practical place from 22 to 30 to do crazy ass shit But the world has taught kids that that's the time you're supposed to have It figured out It's insane So my advice to you is whatever your biggest single dreams are that you've kept to yourself have been scared to even think you could You've got to challenge yourself to try and that looks like this whatever I just said if it is Supreme Court Justice it's turning it's paying a law firm even though you didn't go to law school to like be an assistant Like people understand how life actually works Like if you could just get into the game weird things happen right If it is Hollywood life like you need to move to L A and like fucking like work for like it's working for free which comes in all shapes and sizes Your dad is a successful business person You might be able to afford to work free and that's ok That's like family dynamics Work for free is also working at Safeway Ryan Reynolds worked at Safeway That's working for free That's nine bucks an hour Like you know that's the that's the theory right Like it's zero If you're miraculously in that situation most people aren't Some are it's ok My kids will be for example it's ok or minimum wage but in the thing or a shitty job that gives you plenty of hours to be in the thing I tell a lot of people who

want to be influencers to get like a job at 7-Eleven and just make content all day while they're standing behind the register Like you know I like get a job that's not actually making you do anything so they have time to do the thing I mean I don't even want to think what people are doing right now that I'm paying for you know like you know like so you have to go for your actual dream The one that scares you the most because it's the one you want the most but you haven't even thought you had a chance to do it It's it actually makes sense This is what why I'm so passionate about it If not now when but the world really fucked everybody up like this concept that you have to now you went to college and you thus now know what the fuck you want to do Who show Of course certain ironically orthodontic doctor lawyer Yes of course There are a small group of professions that the passion in the school and you know for everybody else nobody's doing the fucking thing What And that's where everybody is and and you guys know your options You have so many options because of technology But the real answer to your question is the dream that you haven't even felt comfortable believing in love that Thank you You're welcome Hey yeah sorry about that No worries But I definitely want to say thank you for taking the time Happy to do it Happy to do it This is amazing It's fun Um So yeah Uh so my name is Julian uh founder and CEO of Meo I've been in crypto since about 2000 Yeah your homie has been giving me the I got that context So we help celebrities influencers and athletes turn their short form video content into NFTS Got it So the content is the NFT Yes And the person that buys that NFT owns the content or does not And then number two does it have a utility So all three so they own the content right So if I am a housewife that's on TV in there's obviously there's a version of I get paid through cameo and I make it hey Sally Happy Birthday That's one thing But you're saying if I'm a housewife and I make any piece of content like reviewing a glass of wine instead of putting it on Instagram which is for brand building and awareness I can put it on this platform and if one of my fans wants to buy it they can right OK And that gives them the commercial usage rights of it So that's what we're working towards but you're not there yet Yes that's there's a lot to that which is why I'm poking you go So right now because you're not fully there and you'd like to be there but you need some clarity of law and a lot of other stuff and sign off right now it still sits as a collectible which is ok I've I've spent billions on not really but like a lot of money on collectibles So it's at this point it's still a collectible plus if you're able to negotiate with them to put a utility behind it So we do have utility So the template we sort of negotiate

with talent is with uh utility So we do uh anything from live streams to tickets passes merchandise is really huge that sells really well And so all that comes together it's really like so what what I was telling your team last night was there really hasn't been a like huge phenomenal uh fan web two platform So we're kind of like leapfrogging fandom from uh you know traditional meet and greets at the mall to the 1 900 numbers right to web It's it's I mean you saw how I structured V friends It's my entire belief of the what people under the reason it has not happened is the block chain technology as you know enables this in a way that the internet didn't I fully agree It's much more direct It's around Yeah you just know who owns the asset at all times and you can't do that on the internet and you can't make a royalty on those transactions People are very confused about the consumer Blockchain They don't realize that it is enabling certain things that the internet couldn't the way the internet enabled certain things that the real world couldn't Right now everybody's into the greed moment And we obviously know where we're at right now with NFT pricing and where we are in the crypto moment But that will be four seconds or four months or even four years But the inevitable is the inevitable So what's the question Because I really understand So right now I'm really just hyper focused on building a brand right Have you been able when did it launch Ok good So like you've been in a bear market pretty much the majority I mean I'm sure it was it didn't seem good at the time but actually it is So you don't have the problem of people buying them with the thought that it was going to be worth a lot of money Uh So week one and two Yeah Got it kind of pivoted right Because the idea then was uh big one of ones right And we sort of pivoted to a higher volume lower price one Yeah Well you should spend 100% of your energy on coms wise and marketing wise and energy wise is utility with the collectibility being a nice to have if it happens because then you won't get into what's probably happening with that small group in your discord now which is they're mad at you at what the value of the price is yeah I feel like for us that that that that is a position right Like you're a fan of someone I want to take it from them I want to live stream with them That is what um in at the base of it is the it is the as the as the CMO it is your number one job It's my number one job The number one job of the next 36 months is to get everyone to understand everything you guys all thought about with NFTS was always the second You know the reason I made unlimited I'm sure you saw it unlimited videos that 99% of these things are going to zero was because the collectible part was the nice to have Sprinkle It's about the utility which is why be friends was 100% von for

three years from day one My timing was better for collectibility which was bad I was anxious all last year I was like these things I don't want them to be \$200,000 a piece yet maybe in 30 years if I accomplish everything I want Um So this is great but this is what you have to be You have to be the company that over educates it Like let us tell you what the Blockchain is meant to do It's meant to have this be you know uh clickable affirm that's the key to it Uh I just clipped the David Letterman Bill Gates interview from 1995 that I'm putting out on my social ASAP And Bill Gates is like this internet to Letterman You know I listen to a ball game on the internet and letter The big joke Letterman is like have you heard about the radio and the whole crowd laughs and that's what's happening now People are like well if they were watching this right if we were live stream right now all the comments would be like but you don't need an NFT for that You can get an email confirmation or you can use a QR code or a paper ticket You could But this technology will enable a lot more things than those things do Just like the internet did a lot more You could listen on the radio But when we when you listen five years later from that clip I was because I did so much fantasy baseball I was listening to games on my laptop and trying to trade players and seeing the visual and like you know there's and and and and and that's that's what you're going to have to make everyone educated sure you could buy a cameo But in nine years if you still own that little funny Will Ferrell video from our platform we may say all Will Ferrell owners tonight 20 of you have dinner with Will because we can affirm who has it That's what the technology does Yeah for us what we're we're really trying to like that hold into is like those collegiate athletes those up and coming tiktokers right 34 or five years from now they're gonna be like the next big celebrity And if you caught it early you can say like you just need to make sure that you talk even hearing that sentence from you make sure you always say you're it's what I if you look back at how position V friends which is why it why it worked for the people that bought it first obviously then it got so valuable People bought it at a different price point which which I can't control But if you look at the early thing I'm like I'm pricing this in the way that I see Vons Worth as a three year ticket If there's collectible value that's added bonus And that's why that original group was so happy You got to make sure that you go that route because then you'll have a much healthier community and company You're buying the access the utility You also have the collectible as added value And if God willing you know you this person goes on to be the most famous actor in the world Maybe there's a collectible that you've got to do that Otherwise

you will get what you're you you've already got it I haven't looked and I know because I know the market and so one of the biggest problems that I I sort of think about I'm not sure if it's a problem I guess it's just the nature of the industry but because we deal with a lot of celebrities Right We work with their talent managers Um so there's a significant amount of sort of a pay for play What are you seeing in the the sentiment of like uh not brands but much more the celebrities themselves wanting to interact with entities Celebrities are transactional celebrities life the majority of them this is why a rock or a Ryan Reynolds you know uh like or or even like what Reese Witherspoon and like Gwyneth Paltrow if you look like there's just a very small group that thinks non transactional And by the way with respect to everyone usually you have to get to a level of wealth that allows you to not think transactional What do I think they're transactional I I love uh like I I was having a meeting with a very thoughtful uh individual who's been very successful Um And he was talking about like we have to do music festivals where the artists finally get taken care of I'm like they did get taken care of they got paid \$8 million to play that set and then they left they were more than welcome to take \$2 million and get a piece of the gate Celebrities are transactional Everything they think about is how do I make the most out of this one moment Which is why they've had such a tough time in NFT land They're not there for the long game It's it's why I get like a lot of misjudgment because too many people think I'm celebrity I'm like I'm not I'm businessman I'm building this thing Like you know like it's I think you're gonna have a massive challenge with anybody who's even got a half a level of fame They're only thinking about the short term bag They're not thinking about anything else that's their business They rent out their fame at the moment of the fame I don't blame them I don't think you're going after pee Wee Herman But guess what 15 years ago he could have gotten 500 You know what I mean Like that's just the game That's the business they're in they're in the business of like when I'm the most famous I need to take as much off the table as possible Unless they have an entrepreneurial part then they can get more thoughtful Let me build a brand but most of them don't which is fine and normal Like most people aren't entrepreneurs So that's different than emerging Tik Tok players And you know and that that crew is seeing the world differently They all think they're entrepreneurs and a lot of them are willing to negotiate differently I think what you need to do is not waste your time commencing what I would do if I was your third partner I would say here's our offer It's sharp as fuck This is it And if they're if they start hemming and Hong we're

like this is the only thing we can do And we just take who says yes and instead of wasting our time with UT A or CAA or this celebrity or whomever trying to spend all that energy of going into these people Let's just take who comes to us and over time more people will come to us That's the biggest mistake People the biggest mistake people make when they are doing business with people that make the call is they spend time trying to convince Yeah the number one reason I think I build massive scale is I have zero interest in convincing anyone I've shut down three minutes into a business pitch II I I'm not I don't want to be rude You know it's been weird as I've gotten more popular I'm even more conscious that I don't want to be rude because I don't want to think anybody that I'm big timing you I'll sit through the meeting but my brain shut off three minutes in when I'm like they're out because I have nothing in me and not because I've been sick even when I was a kid trying to sell wine If someone's not if someone's out they're out that energy for me to try to get them in is not interesting I'd rather take that energy and build leverage with someone else or do the thing that will make them in convincing is the worst game in the world and it's the game the majority of people in business play And by the way cool Right Yeah man And he convinced his regret by the way we do have a third person spot if you I wish I had time for shit I'm so and and as you can imagine I'm I'm actually in a really shitty spot in NFT land I'm scared to buy anything I'm in such a place in NFT land where people like see me buy one piece and they're like Gary you have to drive this project make me money I'm like fuck you I bought a little thing I just wanted to look at it I'm not the fucking CEO of like you know like I'm in a shit spot I'm in a very shit spot which sucks Like uh you know it's funny I was really into sports cards I am really into sports next week I'm going to Atlantic City for the Sportss card convention But you know people started like making up shit about me like he bought all these like and I was like this sucks which is why the NFT thing was like amazing I'm like oh my God I could do my collectible thing and it's all transparent Everybody will see that I don't pump and dump that I buy and I hold right and that's been great that has worked for me They can see everything I've done That's been huge But then a different bad thing happened You know like now it's like if I buy anything I'm like responsible which is like insane because everyone's in greed mode which is what you're feeling with the people like that They didn't buy it because they believe in you or that they bought it because they thought they were going to buy and flip it You need to make sure that you take all that math out of your mouth mouth Excuse me

just make it about this is about the utility with the potential It's utility with a hint of collectibility Um So just I just just two more things Um So we definitely are trying to engage in the creator economy So 80% we anticipate are going to be creators Gen Z and then 20% makes sense Um Hire somebody at at like back to ironically one of the biggest dreams of a lot of 18 to 22 year olds is to play in creator land like you know you're you're just living this So you know this to be true Almost all of them from 15 to 22 either want to be the celebrity on social or be in it Manager supporter pr so your ability to hire at minimum wage of like really talented 18 to 25 year olds because their job is gonna be to DM creators on tiktok and get like that's like I would scale the fuck out of that And and by the way in America it's minimum wage Like I'm looking at a lot at Lat Ham like back to the way I want to give Uh I had another big breakthrough on this theory of like I don't want to give to not that I don't want to give to the American Heart Association but I want to give to you know a friend of mine you know that has a problem uh similar to I'm thinking a lot about scaling low cost scalable jobs I'd love to you know in in America like I believe getting a job at Boehner in entry social is like the greatest gift of all time because if they sit here for two or three years they're gonna leverage that for the rest of their career If we're if we're a penny below market I'm getting murdered in the press for being like you're a fucking savage trying to hurt kids Like you know it's very very and I'm so socially liberal so I'm empathetic to it but it's very hard And New York laws and L A laws are impossible Like it's getting really actually hard right So then I'm like wait a minute I can pay people in Argentina half but they'll be rich like rich in Argentina And so like why do I have a bigger emotion to somebody here than I So I'm trying to figure out ways So back to the point you could be a good person It might just not happen to somebody in America It might happen to somebody in Colombia or somewhere else and get people that could do this at I mean you're literally asking people to do robotic work It's the modern day entry level um manufacturer That's exactly right It's the modern day like a lot you know we now demonize what happened in the forties and 56 But it's how a lot of people bought their homes Right Like they didn't have any other skill and they're like I can do this task What's crazy is the kids actually can do a ton of things They just want to do it for a year or two because it's their favorite thing They want to DM the people they think are hot or funny or cool or they just they get a thrill from it And all of us would have too like if I think back and be like at 22 I could have worked at the NFL and reached out to football

players I'm like I'll pay you you know So I think that's how you build that You have to build scale on it So you have to do that because most of them say no So you need to D ma billion people So so q one of next year we're planning on doing Uh So we're calling the crater beast right We just want to appeal to youtubers Tiktokers people in the creator economy here in the East coast That's cool What do you think about like a physical I love it I love physical I just think that D ming at scale is gonna do more of what you're trying to achieve with the D ming at scale will give you the the width crater East will give you the depth like even right now like on our Instagram like you know it doesn't happen like crazy amounts but we do get D MS like no one's like actually replying to them or looking at this frequently you know there's missed opportunity there So you need every company needs to realize is they have to build a triangle and most don't fast enough meaning a triangle organization has a lot more people at the entry level fee to create scale When you start a company it's usually like founders like it's like 234 serious people up here like one junior person it needs to be the reverse It's almost like you need like four junior people for every like senior person And like what a lot of entrepreneurs make a mistake on They start with you two and the third person you hire is also 150 K like a like a dog she or he is awesome What you needed to do was hire four thirties because shit needs to get done