

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

<https://silosolo.com/309823>

Summary

The speaker discusses the importance of focusing on achieving dreams and goals during the 20s to 30s age range. They got into the CBD industry due to personal experience with anxiety and depression. Starting their own company, the speaker aims to address the lack of knowledge about proper CBD consumption and product selection. The speaker faced challenges in opening a cannabis dispensary, including financial constraints and a negative impact on quality of life. However, they believe obtaining a cannabis license will become easier in the future. The speaker currently offers free online consultations and plans to generate revenue by selling CBD products. They struggle with content creation and marketing due to being a solo entrepreneur. SEO and lead generation were also challenging due to Google algorithm changes and a COVID-19 impact. The speaker is open to building their personal brand through employment or sponsorship but wants to remain agnostic to product. The reviewer advises increasing content output and finding a viable way to sustain the business.

Silo sample questions

- What does the speaker encourage the listener to focus on during their 20s to 30s?
- Why did the speaker get into the CBD industry?
- Why did the speaker start their own company?
- What challenges did the speaker face in opening a cannabis dispensary?
- According to the speaker, will obtaining a cannabis license become easier in the future?

Topics

- Pursuing dreams and goals in the 20s to 30s age range
- Getting into the CBD industry
- Starting a company in the CBD industry
- Challenges faced in opening a cannabis dispensary
- Future of obtaining cannabis licenses
- Offering free online consultations and selling CBD products
- Struggles with content creation and marketing
- SEO and lead generation challenges
- Building a personal brand
- Advisor's recommendations

Key Takeaways

- The speaker encourages the listener to focus on achieving their dreams and goals during their 20s to 30s
- The speaker got into the CBD industry due to personal experience with anxiety and depression

- The speaker started their own company because they noticed a lack of knowledge about proper CBD consumption and product selection
- The speaker wanted to open a cannabis dispensary but had to stop due to financial constraints and lack of quality of life
- The speaker believes that obtaining a cannabis license will become easier in the future

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