**Ali Mahvan - Scribe.mp3**

[00:00:00] You are listening to the Mindhack podcast. We're relook at the routines business and mindset of successful people and her attempt to break down how to live a truly meaningful life. My next guest with me here today is Ali Marven. He is the founder of the app Sharebert which is an AI powered shopping app that pays you to browse shop and share items to get discounts from a multitude of brands and high end products. Ali has had the opportunity to meet and work with boxing celebrities including Floyd Mayweather and Vladimir Clicquot who happens to be the longest reigning heavyweight champion in boxing history. In this episode we first take a look at Ali's childhood life and how he went from shoveling horseshit to a career in boxing. For over six years he founded a passion in selling boxing gloves and has had a multitude of failures and successes. He is a very cool cat who has a lot to offer. So without further ado here is Ali Mohan Ali welcome to the show. Hey how are you. Thank you for having me. I'm very excited to be here. What's going on. Is Ashman Glaudi Ashlynn very nice to meet you. Nice to meet you. Yes. So you grew up and you had a string of. You grew up a little bit poor and you had you were bullied growing up. Can you tell me a little bit about that and how that went and how that transition you into boxing. Yeah we are definitely a little bit poor share a bedroom with my brother until probably our early teens.

[00:01:42] I lived in Arizona and we actually moved around a lot obviously because it's difficult. We were born on the East Coast it's expensive to live on the east coast so we ended up moving around. I grew up my later teen years and in Arizona in the middle of the desert which was exciting is actually life changing. So I definitely attribute that to a lot of my drive and background. It was just freedom pure freedom. Think about how you were when you were like 15 16 years old right. You were you were an adventurer. I'm sure in some way probably looking to get into trouble. Well we lived in the middle of the desert 40 miles from the nearest town. We had horses. There was just a dangerous scary horrible place but in the best way possible. So I'm from Arizona as well and I'm from Phoenix Arizona. So I'm telling you what part of Arizona's law was 40 minutes north of Kingman. So between Kingman Arizona and the Grand Canyon which is actually I worked at the Grand Canyon as a teen. Oh jeez. How did you end up over there. Like what would take your family. Oh darn. I actually I worked for when I was 14 I got my first job I worked for a horse ranch. I cleaned up horse stalls so I literally can say shit I shoveled I shoveled shit for work for my teen years. I got very close to the owners and they were moving to Arizona.

[00:03:11] They were relocating their ranch and our family was close with them after a couple of years and we working for them so we ended up we went out there on vacation with them actually helping them bring the horses out originally and then we ended up coming home packing up our stuff and driving out west the middle of the desert. And you said you and your brother do this as well. Yup my and my family my mom my brother and myself. This is like you. Yes. Yeah it was. It was definitely a life changing experience. It was amazing. I recommend it for anyone if you get any opportunity to just travel just go out to the middle of nowhere and just figure things out. That's especially I like that age when you're still really developing mentally. You just learn so much. Look at that perspective you gain I guess. You know yourself. I mean those are very transformed years and I can only imagine it must be kind of difficult in perspective. When you're isolated I'm actually really interested because most people get their influence from their peers and if you're by yourself working in desert you must have your own unique traits and without going well. I mean I did go to school so we had we had two and a half hour bus ride to school in the morning the bus picked us up at 430 am two miles from our house so we had to. If my mom couldn't drive us we had to walk to the bus stop. That was in the desert in the dark with tarantulas and rattlesnakes and mountain lions which was pretty interesting yeah it was just.

[00:04:44] Just imagine being dropped on Mars because that's I've seen the rover pictures from Mars and I'm like wow it looks just like where I grew up. Except you know there's no cactuses. I was friends with a kid named Brandon Shea whose Navajo Indian kid from the reservation nearby and my friend Jacob from California had moved from cali his family relocated from California to Arizona so he lived near blighted by the way nearby means within ten miles of where we left they lived so that they would hang out with. Right right relatively speaking and that sounds pretty interesting. Yeah. You learn. I guess the perspective that we got was life. You learn a lot about life and that was before we had internet but it was like pre internet age so internet was like a new thing. I remember the AOL discs so I was already kind of into web design a little bit at the time just as a hobby I was trying to figure that out. But I'd come home from school and we'd go and we'd shovel horseshit from 40 or. By the way was a forty horse ranch so we were showing forty stalls of horse shit just about time. I'd say maybe an hour before the sun went down our friends would show up on their horses we'd hop on horses that we know that we had and we were able to use from the ranch and we'd basically just pick a direction and just go in that direction. And I mean you could see 20 miles so you could probably go 30 or 40 miles and not encounter another human being. So it was purely exploration of the world around you. It was dangerous or rattlesnakes.

[00:06:16] Mountain lions Coyote's tarantulas which aren't dangerous but I'm afraid of spiders so it was terrifying for me to see a spider bigger than my hand. It was just completely life changing in that perspective. I mean you saw him you saw like life and death and you really understood the world around you. So so did picking up your shit make boxing easier. I would say it made me. It made me physically strong so that probably helped. So like I just imagine any difficulties you go through in life you can just remember that you had a shovel ranch ranch life is hard to begin less so like you were. We were like running fenceposts which is literally like stringing up barbed wire fences and we didn't have a machine to do it with. So you're you're literally using like a crank and you're riding a horse and carrying like wire. So I mean you carry your finger and you need stitches. You better pack some dirt in it. Not cry because you have a lot more. You have a few more miles of fence to put out before you can go get a bandaid. So it was like a very very tough life definitely. And how did that translate into being bullied if you're somebody that's on the farm you've got muscle you've got strength without neck. So I was bullied a little bit when I was younger I would say the ranch definitely toughened me up. It made me recognize that it didn't matter what people said thought etc..

[00:07:39] So definitely they made me feel like a mentally strong person and then obviously of shoveling 40 pounds Orsha every makes you physically strong as well but it definitely cowboys are tough people. I don't know if Jarocin like a rodeo like the like Dale you know for example bull riders like throw off a bull tramples and they're just walking it off. Like all you know you are man up and just deal with it. Sounds like you must be a real person growing up and that's probably true or wrong. That are rich. I wouldn't say courage and self-reliance it just basically taught me like you have to just figure things out. You're on your own. You know we don't be around. My mom was a great mom. She did everything she could to care of us like for example once you're 30 40 miles from home you know in your early teens you're on a horse. You're in a dangerous place like if something happens you're on your own. You need to work. You didn't have cell service were nowhere near you. You really had to figure things out and figure out how to work together. You know with the people who are with you that the time my friends etc. Sometimes you're out on your own and you just you just need to figure it out. I say I actually have a similar story I grew up poor as well and my parents died before I ended up turning 18 and so I have this high point around actually trying to run this business while in foster care. And when I was growing up I started my business based on my best friend. Like he was rich and all these things and sent.

[00:09:08] And when I started to become successful he tried to replicate that success he tried to build his own business from his mom's money but he lost interest. And it's so interesting how I've encountered a lot of other young kids and entrepreneurs when they just sort of give up when the going gets tough. And I look back and I'm you know a lot of people look at me like wow you're so successful you have a lot of grit and perseverance. But when I look at it it's I had no backup options. You know I didn't have a moms. I didn't. I can go live in my parents basement. If I ended up failing and I dropped out of high school and I don't have a college degree so I didn't have the most I could hope would be working out was McDonald's. So literally that was my mindset is either I make this should successful or I'm going to be working at McDonald's and I don't think I could bear to to to do that to myself. So it really gave me only one option. And when you have no backup options all everything else just goes goes out the window. You nailed it. You hit it. I mean you hit the nail right on the head. It's there's nothing else. That's it. You're not doing it for money. You're not doing it for glory you're not doing it because it's interesting or because somebody else is doing and you want to prove that you can do it too. You simply have to set a vision and go.

[00:10:18] And I see people a lot of times they say like all well if this doesn't happen by this time then that's when we pack it up like now. That's when you that's when you fucking have to figure it out. There's no there's no turning back. You don't lose until you quit. There's no say like you literally do not lose until you die or quit. That's it. Those are the only two points where you can lose. And so I've I know that that's also translated into having a few failures. But before you went into business if I'm correct you went into boxing had some element about that. Absolutely absolutely. I actually got interested in boxing because I was bullied when I was younger. And B when I was working at the Grand Canyon I were just actually a horse team named Buddy and rose. I think they're still there I spoke to the people there the Grand Canyon West rim Instagram page buddy and I believe are still there. There are basically these giant Belgian draft horses are or I believe they're Belgian drafts and they pull the carriage around the Grand Canyon when you go there like this it's the cowboy town. Anyway the guy I worked with there he boxed a little bit in the Golden Gloves when he was younger and he trained Las Vegas which was nearby. So he's actually the guy who introduced me to the idea of boxing when we ended up my family moved back to the east coast I was I was horrified I was so upset. I loved Arizona I want to stay out there. My family moved back to the east coast Jersey City New Jersey was nearby where we moved saw like oh me.

[00:11:48] I've heard of Jersey City and I know they have boxing there so let me go see and I actually started training at a boxing gym in Jersey City. So that's how I got into it wouldn't know was not motivated by the fact that you're bullied and you just wanted to be able to fight back. Was out of hate. Where did that motivation you go into boxing come home. Or was it even a passion. At first I think it was just interest. I wanted to be tough. I wanted to be you know like I was already I would say mentally tough from from being on the ranch but I wanted to be a tough individual overall. I like the idea of being able to defend myself. So at first it just started as kind of like an interest and then it turned into a passion. I was at the gym six days a week. My brother got my brother actually became him first a boxer and then he switched to MMR. So we became an imam a fighter. It started you know I got beat up by some guy from the Golden Gloves in the gym my first day sparring sparring is when you practice when you get in the ring you actually fight. It's supposed to be sustained. So you're not tracking each other. This kid was taken in I could tell he was taking it easy and he just beat the shit out of me. So I don't ever get out there way and I was like I never want to get my ass kicked like that again. So I started taking it very seriously. Training very seriously.

[00:13:04] Of course that's where I learned about failure. I got my ass kicked. Probably a hundred times more after that. Probably more if you're not getting your ass kicked. You're not learning. If you're not getting your ass kicked you're not playing at a high enough level. You always need. There's always going to be somebody better than you and you should always be trying to train or practice and whatever you're doing. It doesn't matter if it's your plan a video game or you are boxing or you or you're a chess player you should always be playing against people who are better than you because you're going to just inherently pick up on what they do that makes them so successful. So I started training with pro fighters. I sparred with Alejandro perio I Sbarra Paul warlock. These are all I'm in if you're if you follow boxing then you know these names to the big boxing names. Now do you think ego is beneficial or it can detract from your ability to be a boxer. It definitely the tracks. It definitely detracts. There's things like that as like Floyd Mayweather like he's probably has the biggest ego. Not at all boxing business and everybody there. No not at all Floyd. So Floyd Floyd does a great job marketing himself. He's very good at being the guy that you want to hate. That's how he makes his money is being the guy that you don't pay to see Floyd Mayweather fight. They pay to see him lose and he never loses. So they keep paying that Floyd makes his money.

[00:14:22] Floyd Floyd is the most confident person that you will meet. But it's because of the level of training and the level of dedication that he puts into everything that he does now. Did you sell the work with Floyd. Yeah I actually I spent. I think it was 20 15. I spent Thanksgiving weekend with Floyd. We went to Chicago first did a club appearance and then and that or that how did we go after that Cincinnati when Adrian Broner was first getting big went to Cincinnati and we watched Adrian Broner fight as well and then we hung out there. I'll tell you this right. So Floyd does club appearances. He walks to the club and whatever else he he paints this picture that people hey Floyd Floyd was drinking orange juice the entire time we got back to the hotel Floyd did a workout and then took a shower and then ate some like salad and watched the basketball game for this. This is Ralph Floyd's flying between places on his private jet while he's doing club appearances. He sticks to his training regimen. This is a guy who is so dedicated to his craft that that's why that he has that never ending confidence. The man is unbeatable because he never ever ever gives up. And I don't I mean he doesn't even slip on his training. The guy never gives up on anything. You don't. That's you know you by inches. Yes. Yes. He wants you attract unnecessarily.

[00:16:12] The problem is the first time I met Floyd Mayweather the very first time I met Floyd Mayweather he offered to pay for my flight and my team's flight back to New York. The very first time that I met him. Now that wasn't Floyd trying to show off his money because he didn't do this in a crowd of people or in front of a camera in the elevator at the hotel. So Floyd Floyd is one of them. Don't get me wrong I mean he definitely has some level of ego there's some that has to be some cockiness to them. But what you see is it's like a WWE superstar. It's a personality that is a persona that is his market share. That's where he gets his market value from. Floyd is one of the most dedicated and talented people I've ever met. And Wall law like again like I said as he does sell himself as this like terrible person Floyd has earned everything that he that he's that he's got every single thing that he's got he's earned and he continues to earn every day and he even proved it to me that day when I saw him in the club drinking orange juice AIDS. He is purely dedicated to his craft and I think it comes with a certain level of confidence and confidence. Confidence is something that I think any entrepreneur and Floyd is an entrepreneur. Floyd Floyd makes money so much money on his deals because he gets paid a percentage of everything the parking the hotdogs any drinks you buy at the rate he gets paid for everything. He's a pure business guy. He's an entrepreneur and any entrepreneur knows that without an overwhelming amount of self-confidence you will fail because failure comes when you quit.

[00:17:51] And if you are so confident so confident that no matter what you do no matter you know you're going to win because you're putting in all of the effort and you're not going to give up then and that's how you win. And I think that that personifies Floyd Mayweather very well very well said Yeah it's the art of craft the willingness to go after time and time again even when you have consistent failure the ability to stick to your routine and your habits. It's you know it's too many people focus on the output of trying to achieve a certain goal. What would they should really focus on is building the system that will allow them to achieve that goal. And it can be reverse methodology of how you look at it. Definitely something I don't know about Floyd. So yes he has that front. He's he's very business oriented. It's within know Floyd's floods the guy who will whisper in your ear while he's sparring with you he'll whisper in your ear and be like. Is that all you got. That was your hardest punch right. That's that's not Floyd's ego. That's Floyd messing with your ego. Now if you have an ego and you let that get to you. Guess what. You already lost. You lost the mental game once you lose the mental game the physical game is soon to is soon to end because you're going to quit boxing you. Absolutely. I always I always knew that I was interested in business. I wasn't sure what I wanted to do for a living. Moving from Arizona back to the east coast. The schooling is different. The classes are named differently.

[00:19:24] And because of the way that my classes transferred I actually got left back in my grade is not a lot of migrant grades in high school and weren't spectacular anyway. In an elementary school they were the best and I got beat up. So I didn't want that. So my grades in high school were very good to begin with and then getting left back in my senior year high school having to repeat my senior year was probably the most disheartening thing that I think could have happened. I wasn't sure about college. I knew my family didn't really have the funds for college if I was going to go I really would have had to pay for most of it myself. So I started focusing on business late in high school. I tried my uncle runs a jewelry company techno really nice guy that you like wholesale jury. Basically like I got a catalog for him and I was like I can resell. So I ate wholesale so I was like oh he'll sell to me with no minimum quantity because Samuels you know nephew let me see if I can like be in the jewelry business. So I tried that out for a bit in high school. You know I made a couple of bucks straight in that I have tried everything I tried like playing faro at launch. That's actually how I used to get lunch money. I would play Faro which was an old Lester and card game similar to sort of like blackjack but not similar. And yeah I was willing to try anything and being in boxing I knew that I was a pretty good boxer.

[00:20:45] I was all right about all right I guess you have to like I said you have to believe that you're good. Oh agree. Otherwise there is no way you're getting in a ring with somebody who wants to knock your head off. But I knew I wasn't going to be good enough for paper view which is where the real money was. The the pay discrepancy from the bottom to the top in the boxing industry is massive. So at the bottom you might make 2000 dollars. I mean I've seen guys fly not even to fly I've seen guys literally play in a cab you know from the middle of Tennessee or North Carolina and brought up to you know not necessarily New York because they were the athletic director there was very strict. But some states on the northeast you know they didn't have any experience. They just need a paycheck. They worked at McDonald's or the drive through. Basically they were they were called like Hey can you fight. Yeah. History file over great Larry. Every I pay you to grand jury and just fight this guy. And they'll be basically brought up here in the ring with with guys who had been training for 15 years has six great knockouts and they would just basically get knocked out for 2000 dollars whereas somebody like Floyd Mayweather is a step in the ring to make 200 million dollars. So the pay discrepancy was very big. I knew that I didn't want to be a 2000 dollar guy. I could probably then like a 70 or 80 thousand dollar guy.

[00:22:08] Some of my friends became 600 700 thousand dollar fight guys. But I knew that that in the long term for me to make money I would have to do something that wasn't fighting. But it wasnt that I wanted something it involved with boxing. So I ended up designing boxing gloves and I tried first selling the boxing gloves at my local gym and you know maybe obviously you people probably didn't like them I just bought them to support me. And but that that was enough to make me feel like well why don't you like them let's fix them. You know and then that started the drive. Sounds like you were on the road. I played into boxing. I know you also had the opportunity. So you were working with Floyd Mayweather and also a lot of Clicquot if I consider correctly Vladimir here Vladimir Klitschko. He was the longest reigning heavyweight champion in boxing history. Now how so. So you started this as a business where maybe it wasn't even a business where you were just selling these gloves and was that to support yourself. It was immediately apparent that you were going to create a business out of this or what was your initial motivation for creating and selling your gloves originally. Yeah I want to I wanted to start a business so I knew I wanted to be involved with boxing. I knew I wasn't going to be good enough to make millions. You know and that's a sure it's a very short career. Boxing is actually just like football just like basketball it's a very very short career it's very taxing on your body.

[00:23:46] You know you're working out probably six hours a day six days a week and then on the days that you're actually playing in quotes because you don't play boxing you fight are days that you're fighting. I mean you really I can't explain to you how hard these guys punch. You know it you're getting beat up. So it's a short career if you don't make a lot early. You're not going to make a lot. So I know I want to be involved and I knew that that meant I had to start a business so originally it was t shirts I was like oh well maybe I could do the T-shirt thing. And then I saw there were too many people doing that. There was lots of competition. You know I wasn't super passionate about it but about the gloves themselves. I always wanted to get that competitive edge. I wanted to hurt the other guy and at the same time protect my hand when you're punching that hard. I mean you catch somebody in the elbow and that your knuckle is done you're you're taking a week off because your knuckles are just getting destroyed if you punch somebody in the elbow. And how did that end up translating into you eventually working with some of these boxing celebrities. Their lives were good. It was basically this is this is one day actually. A lot of people asking about this how do you prototype and build a good product. And the answer is first you start with what you want and then you show to customers and then you change it completely from what you want to what they want.

[00:25:05] And you continuously refine it based on what your customer wants. They're going to tell you people are going to tell you people don't start business because they're afraid like or what if people don't like it. And the answer is they're not going to fucking like it when you start they're not going to like it. There's no way that you're you're just magically going to have the best product on earth. The second you make a product. It's going to need refinement and you need to basically what you need is you need to get that feedback from the people who will buy it and you need to immediately implement as much of it as you can and your customers create the product you know. Did you do any sort of reasons or market validation because there are people who have a problem and then they go up and creating a product but then nobody wants to buy it because they're solving a problem that they thought people had. But people aren't really willing to pay for it. Now did you start this as something you validated or did you just have this passion and you knew that this is what you wanted to do. Well I knew for a fact that there weren't there weren't a lot of boxing love brands to begin with right off the get go. There weren't a lot. So I knew that there wasn't too much competition the competition that was there was you know every last one of the biggest companies ever grad launches very very well known in the boxing community boutique high you know high end expensive gloves.

[00:26:17] So I want to meet kind of in the middle I wanted something that was going to feel high and that was going to be priced less than the granite glove. But it was going to be a better quality product and whatever last was pushing out at the time. So that was kind of where I went people brought it to support me initially and then they gave me their feedback and then I basically just built the globe around what people wanted. And at that when it started to pick up it started to catch on. We had a couple of high profile sites. We got like served papers Spawn's somebody wanted this to us because his opponent had our gloves on and broke is like eye socket. And now all that while I was like a terrifying moment for me because that was like a brand new. Like wow what the hell are we going to do like that it made for great press. It made for really great. Like every other fighter was like wait a minute this guy who's you know just put on these gloves and broke that guy's eye socket. I want those gloves. I want that I want a lot of people are really easily Alat those gloves so that really kicked off. I would say that kicked off like a lot of the interest in our products. And then it just expanded from there on networking or networking. It's all about honestly it's all about networking into who you know. I went to every every Boxing Match no matter how small the venue. No matter how low budget the event I drove I remember driving to North Carolina. I started a company with a girlfriend at the time.

[00:27:35] I remember we drove we drove to North Carolina South Carolina Florida. We drove out west. I can remember all the states. We definitely went to Georgia Washington D.C. went to D.C. star we did some events there. I mean we traveled to the small gritty garbage. I mean we did a show in our basement once in Philadelphia and we just provide the gloves for free. We were renting the gloves out late because we didn't have enough money to replace them for each fight. But we wanted to get the gloves seen we wanted viewership we wanted people to wear them you know and then and then basically get their feedback talked about it and that started basically generating our initial our initial customer base and then everything works in levels. So once we got those shows I was I was attending community college at the time. I start I went to Bergen Community College. I was there for a whole semester and a half and I was at my U.S. history class. I'm very interested in history. I hated that class because they didn't I didn't feel like they wanted to teach. And I went to the bathroom in quotes. I got up went to the hallway take a call and it was basically it was affirmation I got my first ESPN Friday Night Fights deal where my gloves were going to be used on or on a number of ESPN Friday night fights events on TV and I was ecstatic. Right.

[00:28:49] And a teacher comes down the hallway and he's like This is the third or fourth time that you know you came out into the hallway to take a call I think you need to decide what's what takes priority in your life is it is it class or is it whatever's on that phone call. And I didn't say that and I went back and sat down first to class so that was the last day I attend the college. I just never went back. Like I put that I know that guy put in perspective for me pretty baller just walked out feeling hey you know make a phone call. I made no. I made no money on that deal. But it was the greatest publicity I could have ever gone at that stage. Yes. So what does that mean. How how do you even want to do now. You like your mind. As she. Or they just don't like to see that as the successful you changed perspectives at all during the process as you grow into those definitely grown definitely changed. I remember initially my thought process going into it was like oh I have the best product. I'm the shit. It's like got a lot of like too much. It was definitely cockiness at the time. And basically what I've learned over time and this comes from experience is like you want to be less bullshit and more more walk. You don't you know I mean you need to under promise and over deliver. We ran into several issues are there things that you learn as you run a company. I had promised deadlines that I knew were going to be hard.

[00:30:25] I promised pricing that I knew it was going to be fucking basically at a loss just so I could get the publicity and then you know those deals don't always they don't always turn out in your favor if you promise a deadline and then your manufacturer for example is a little bit behind then move your deadline back even further. So now you you've owned that that responsibility and you didn't deliver. So I've definitely learned like a lot about under promising and over delivering. I learned a lot about being having huge goals but at the same time being grounded. I don't mean not pursuing the biggest goals. I mean when you have a huge goal you need to be actively locally pursuing it. Now that's that's how you get you know like here for example I'm a contributor I'm a regular contributor to Forbes. Now I always want to be in for 10 years ever since I was a kid that was like a dream. When I started wanting to be in business. All I want I was still going for it. So that was it was about me and you made it that you don't start in Forbes you start in your local newspaper. That's next. But you know you can have their goal and aim for that goal but you need to start locally. It's all about having an extraction. So many of us have this vision or there's this passion. What we want to do and become but we don't really stop to think what is that next action how can I take that next step to get there. It's a very important step. Ms right is ours. Write it down. Give yourself a deadline. And I don't mean a deadline to quit.

[00:31:50] I mean you give yourself a deadline to take action on it and if you don't take action by that deadline punish yourself for doing so. And those of you that you know I personally are also wishes for our wishes for her. You know as long as I get to use my feet you know. But I think I think you know you knock it out of reach. Conor McGregor vs Floyd Mayweather. Yeah I'll dance all around you. I will. Aldens Platinum's I'm I'm going to I'm going to cancel at the last second and just send the replacement of my business partner is Andy Mayne from the Ultimate Fighter. Yeah. Season season I think of the season 13 GSP versus crosschecked. He was on crosschecks team for that season. That's one of my where my best friends and business partner. Yeah. Sounds like you got quite a troop right. My Marfell. That's what that's what I think that if I do this. What you going to do get but it's worth it. That's what I like. Like as as Andy dropkicked you are like them that you can then work out as well. And you know despite the fact that nowadays I'm way out of the martial arts. The idea of discipline really has been a big part of my life but now it's one of those things I've created habits small habits way to just devote myself incrementally. Are any habits that helped you develop mentally or any sense or piece that you had just as your child that you kept with or developed just perspectives just perspectives.

[00:33:54] A lot of things a lot of things just can't be taught. You just need to learn from experience. So you need to fail and fail. I mean you're going to fail. Anybody who tells you like you're to win on your first try is a liar. OK if that person won their first try they didn't try it. Somebody else did it for them that's the only way that you win on your first try that are just extreme luck which is very rare. It all comes from experience. I mean extreme transparency is one thing you need to be totally transparent with people. Even me I even made this mistake more recently I would say like two years ago I was working on another side of the project. I had been experimenting with some technology and figured something out. And I just didn't share it with my business partner at the time and it made them quit when he found out easily Waymon even working on something else without telling me there was no there was no desire to cut them out. There was no I wasn't. I didn't have any like negative intentions with it but just not being transparent enough to make somebody upset and basically make it make them feel like you betray their trust and eroded by not being transparent with them. So I think transparency is very very important. That's something that I had to learn through business. Unfortunately you learned through error. That's how the world works. You learn that the stove is hot by burning your fucking hand. That's that's how you learn.

[00:35:20] I would I would add on to that is a lot of people get stuck up and feeling like they don't know something. So it's like I don't know how to start a business so I'm going to go to MBA. I need to go to school but I never I never do that. And there is always a story like to bring up when I was 15 just running businesses that I started doing. I saw the other hosting companies was running one housing company and they were doing press releases. And so instead of actually taking an online course and looking at how can I write a press release. I just looked at other press releases and then I copy the format not the words but that's the general way that they have it was that out and I've applied that same format to how I do business in general is you look at your closest competitors and you sort of see what they're doing. And in my current business the outsourcing business I had no idea what outsourcing really was until I started to get into it. And so it only by putting yourself in there and having a hand on experience can you really really figure it out and just so many people get stuck in that I don't know. I can't do it. I have low confidence and I have to learn or have to take all these courses before I learn. You learn so much more by doing the experience and failing in it. My partner Phil is he's at Harvard MBA one of the most educated guys who are the smartest guys ever. I asked him my gosh I take some MIT courses online.

[00:36:35] Make me like a little fluff my resume make me a little bit better a little more educated and he's like is like not experience. He's like it was kind of Westmont that's that's I'm I it's Harvard NBA is the highest level. If you ask me there's nothing a Ph.D.. They are NBA Eurya the top 40 at the top is the highest level and even he was like experience is where it's at. Don't get me wrong it gets your foot in the door it'll help you. I'm not telling you that if you are a doctor or a lawyer I'm not that you should go to school and I've been telling you that you shouldn't go to school. What I'm telling you is that it helps. But the real value in everything is experience and really to any company your greatest value the greatest thing that you can bring to the table is simply performance. It's simply performance. You could have the most educated candidate on one hand who is going to take a salary of a hundred K or 200 K. And on the other hand you have a guy who just has some experience but he's going to bring massive performance. Guess what. That guy's going to get a percentage check and he's going to make a million and a half this year. You know that's that's how it works. No have. Have there been any books or other habits or things that you endured with him through experience courses or books or audio audio books or podcasts. Anything that you kind of consumed that have helped you become the person you are today. PORTELA Rich Dad one of my favorite books of all time by Robert Kiyosaki.

[00:37:59] Poor Dad rich that it's the information is kind of outdated it's it's an investing book about buying real estate which at the time I could never afford I just want to learn how to do it. And I read this book because I knew I wanted to be in business when I got older. He talks about balance sheets and PNL is something that most people never learn about in school. I mean you go to college and you learn. I took an accounting course in college. And I was looking for a CPA. And I learned the basics of a balance sheet. But income and liabilities from a CPA perspective versus a business owner investor perspective there are completely different things completely different things something that costs money even if it's an asset like house. According to this book report rich dad should be your liabilities column because it is a liability it's something that costs you money regardless of whether it has intrinsic value or not. And I agree with that wholeheartedly and I've applied that in my lifetime it helps it helps find that profit. It makes you really make decisions that make more sense to increase your cash flow and at the end of the day cash flow is the name of the game. You want cash flow. You don't necessarily just want equity growth until you're like in your 40s or 50s you need cash flow. That's how you make things move that's how you make money that's how that's how you reinvest. You need you need cash flow support. Rich Dad I'm going to say this and I'm going to pay for it and I don't care.

[00:39:21] Tai Lopez right. I don't take his courses because I disagree with the inflated price. I think he brings value as far as experience people that he gets to teach his courses are very smart. I've actually never taken to Stylo Lopez course. I've never subscribed to his book or his monthly 67 steps. Sixty seven dollars a month. I think what he sells. I don't see the value in it. For someone like me. I mean there's education I guess. But what I do learn from Tai Lopez is he is a master marketer. OK don't look at what he's selling or what he's trying to teach you. Look at look at the way he sells it to you. Ty Lopez is one of the best salesmen I have ever seen in my lifetime. And when he was and what he teaches is really is really competence. Like I think a lot of his stuff is shit that he does sell that he does take advantage of some people who are just ignorant and they want to see as this. I want to make a lot of money and this seems like a really cheap way easy I. I do I I don't mean to cut you off right. Because if Tai Lopez listens to this one of the guys who works with me knows I'm so sorry Tyler Lopez does listen to. That's right. By no means am I discrediting anything that Ty Lopez sells. You know I haven't even taken any of his courses so I could not just credit that I did however read a summary of his 67 steps.

[00:40:42] I agree with a lot of the advice that he gives. There are going to be honest with the like in this world there are providers and then there are consumers. That's just how it works you're either a provider a consumer you're either providing or you're we are consuming. There are way more consumers. OK. Ty Lopez doesn't necessarily not have value. I'm sure that there are plenty plenty of people who have taken his courses that he does teach the right mindset. They have to have taken that mindset apply to taking advantage of opportunity took his advice and really made a great living for themselves. But but here's the disclaimer. But 90 percent of the time that will not be the case no matter who you are 90 percent of people are probably even more 9 percent of people who read portering dad aren't going to make 90 percent of people who even are qualified just aren't fucking going to cut it. It's just how life works. It's it's like being in the African savannah. There are lions and there are gazelles. Whether you want to be lying or not doesn't matter all that. You know I get airguns are you really get faggoty and that's it. So I can't. I have no hay at all for Tai Lopez and the advice that he says I considered possibly selling advice at one time maybe I do consulting or did consulting so that was in it's at its core selling advisers to selling advice specifically to businesses for more money whereas Lopez is selling it at a lower cost to the mass market. He's the greatest salesman alive though.

[00:42:12] I mean not a lie but like you have to really respect the amount of salesmanship and how good he is at marketing. He knows how to use social to market. Yes like I give you that he is brilliant when it comes to marketing. Everybody almost on the internet knows his name and they've seen his YouTube ads showing up constantly constantly. Here's my garage. And I think when you have certain people who tool will buy it and they'll never even look at it. You have people who buy it and then look at it and then never do anything that people will buy it. Look at it and then they'll try and fail and then you have the vast majority. The three that you named that's 99 percent of them and then you have people who will be successful and they either go on to ends they're either selling legitimate information and they're actually helping people because they're truly truly knowledgeable and passionate about a certain topic and Tai Lopez teaches them how to have that self-confidence in its each night. And then he also teaches a lot of bad marketers who were just selling. Honestly not very good information. Yes yes. Yes you get it. You get it. Yeah. So. So my only concern is is you know I would want to sell and products.

[00:43:19] It's something I've wanted to do but I always kind of keep coming back to whether it's not I have low confidence in what I can offer to people who will buy it or is there an ethical moral concern with taking people's money if I know that there's people like remeet said the WHO she really says on his many pages that you know if you can't afford this if this is going to put you broke. Do not buy this course. That's right that's that's where I lie that's where I feel like that's where I have my dilemma is I know. Knowing that the vast majority of people are going to fail and knowing that the vast majority of people who buy into these courses for example like that aren't necessarily making a ton of extra money around doing business consulting. You know you have a business that's operating they have cash coming in and they're basically trying to refine their process whereas a lot of these people are are just dreamers who are trying to get somewhere that they haven't found their place in life a lot of them are you know 18 19 years old they haven't really figured out what to do yet and that that is a person that I don't want to take a thousand dollars from because that person could really use that thousand dollars to really invest in themselves. Any of the information that is sieging can be found for free. So I understand some people need a class they need of course but if you meet a class of course and you need somebody teach you step by step then you're probably not cut out for business to begin with. And that just goes back to my oppressiveness example. I didn't take any fucking course in order to figure out how to be successful in business. I just went on and did it. And I'm going to be more reposes said I'm going attack imminent as well. OK.

[00:44:50] And my my advice to you when it comes to this idea of making a fortune or not is I've always looked at him a sort of that is very meticulous very strategic person. And the thing that he's never done up to this point she's never sold an online course. And I think if you do it you kind of sell your brand short because you have people who buy your book and they'll listen to your podcast but if you're selling a thousand dollar course or if of course then people are gonna think oh this guy's trying to sell me that and that it's I love his book Four Hour Work it's sort of my or my top reads also. And it is I think books are great. Are agreed. And just when you get into that selling the online course I think it's sort of values your potential as a brand in terms of how far you can reach because some people are going to think that oh you're just as Gammie internet marketing salesperson which is which you might or might not be but if you're selling it in a marketing product it just has such a bad sort of rap now and I think people like Tai Lopez as much as I respect his success in his marketing brilliance he sort of enveloped the whole like he sort of scars the marketing industry with that idea. It's it's negative it's negative connotation because the vast majority of people who buy into it aren't going to succeed. If I if I sold information like sold like info or consulting like that.

[00:46:04] You know the rate that at a high price like that is Zollars four or five figures for of course knowing that the vast majority of people are going to succeed. And I know that my first customers in any business they your friends and family are right. So like the people who want to support me they have a very low chance of success the first people who give me their hard earned money are going to be my friends and family I can't. I don't want to put them in a position and see them fail. You know that's I think that's my discourse with it. And by the way going back to a four hour workweek with Tim Ferriss and with poor dad rich dad by Robert Kiyosaki I'll take both of those guys as well. I'm a big fan of Robert Kiyosaki. Both of them like multilevel marketing. I'm I'm I'm I'm a hater of multi-level marketing. I do not like the business model. I think it preys upon again friends and family but in a negative way I'm usually against multi-level marketing so you only if you read those books on my recommendation please don't get into multi-level marketing on their recommendation. And so if there are people listening that that want to become successful and I see it in a marketing is good love it's capable of teaching a person who is very knowledgeable in a specific industry or wants to help people. And maybe they're already teaching but it teaches them to increase their confidence in what they can sell because a lot of people who end up selling online courses they're not that smart.

[00:47:24] Like I've talked to some of these people who have these online courses are something for a thousand dollars in the amount of knowledge that they that they actually have they created a very shitty course and then they just improved upon it after they got feedback and after they learned more about it but when they started out they had no idea what they were doing. So that's that's that's a product you're always going to hit the market with a product and then you're initially getting your initial customers feedback and that's why we're going to refine. So I think that's the natural it's like the natural course of business. Yeah. And on that note I think we will go ahead and have our goodbyes and I want you to tell me though so when it comes to this idea of having these online courses. So who would you recommend it if you have a friend or family member that said that was knowledgeable in a specific area. How would you teach them to go into business and do that with you Ira. I recommend reading port Etteridge that I recommend reading four hour workweek. I recommend staying away from multilevel marketing. I highly highly recommend knaidel Patel. He's probably one of the best marketers on the entire internet. If you're if you're in deep marketing guy you know them. I think he should be more widespread. But he gives his information away for free. So he's not as popular as Lopez. Neil Patel is a very big one and then I think with Google if you look up think with Google they do case studies a lot.

[00:48:45] I mean Google is probably one of the best marketers of the last decades so they give away a lot of free information a lot of case studies I read probably 30 500 articles a month. And I think that's that's what you need to do in order to stay on top to stay ahead of the game to stay ahead of the curve. I mean I do that so that we can so we can take Sherbert to the next level so that I know what to offer what people are looking for what trends are. I think it's really important to really just read everything you can and all that's available for free. You can find all this information for free on the Internet that will read into it and the notes below. And so we're going to get a chance to talk about sherbert. We'll link to it and it's basically a shopping app that people can use if I recall correctly. It's like it's like tender for shopping. It's probably one of the most amazing things on the Internet. Listen and go check it out. And on that note I want to thank you again for being on here was a pleasure to have you. Absolutely. It's been a blast it's been a blast I can't wait to see your dear dentistry podcast. I want to see some dentistry information teaching people how to run a dentist office as well. It's all in the words. Started me up for my neck. I'm going there now. Millpond fell fast and fell hard. Well it can happen. Yeah let's keep in touch. And if you're ever on.