

How To Win On Social Media In 2023

Instagram is free in marketing Do you know how insane that is Go try to call the newspaper in this fucking town and ask them to put an ad in the paper for free Go run a commercial on seven for free Go get a billboard on these nice little streets out there for free It's fucking free Shut the fuck up Alright Brisbane for the last time on this tour Wait a night Thank you Thank you Thank you Thank you Thank you That's good Thank you Thank you Brizzy J Thanks so much Happy to be here What was that Sorry how this All right Well I'll stand let's stand OK We're we're in a city of Brisbane where throughout the pandemic they were hit by flyers mo uh businesses went underground and the flyers just literally killed them How how do you how do you have the right mindset when uncontrollables kind of take over and and out of control What's an interesting question I think you know this is why I'm so passionate about gratitude right You know I think I think that most humans complain about dumb shit and then something real happens and you realize how dumb it was And so you know when life throws you very challenging moments the places I go are well one you had no choice right It's not like you could predict that a flood was gonna come and do these horrible things You have to adapt to reality Everybody here in their life will be met with real challenges You know God willing most people live a long life which also then comes along with losing people that you love so much You know I think many people have all agreed around the world that the scariest thing in life is losing a child Many people will go through that There are always challenges But I think when I hear that question my brain goes into two places deep deep gratitude for waking up every day and that not happening And I think people struggle with enjoyment in the simplicity of that which is why I push it so hard I can tell you it is foundational to my happiness You know when I wake up this morning I'm not thinking about how cool it is to have an audience like this come out for me on a Satur Do you know how humbling this is Do you know how grateful I I mean it's I love you back but it's you know this is a Saturday like fuck you know like thank you But I don't think about that I don't think about that video I watch almost predominantly embarrassed you know Really I mean it that's not what I'm thinking about I'm thinking about like when I woke up like oh good another day when nothing crazy happened And I think that way every day and then when things do happen that are challenging ironically the first place I go is gratitude for the fact that it doesn't normally happen or it hadn't

happened before And then I go into getting my stomach punched and dealing with the reality of it and trying to lead and clean up and fix and try to make things better for tomorrow because you have no choice I don't see a whole lot of value in dwelling or you know I think that there should be room for space for you to you know go through the pain You know I think a lot of people put up a front especially with a death or something extreme Like you should have some breathing room to mourn and you know deal with that but to dwell and complain is the least thoughtful and strategic energy in the world And right now we have a lot of dwelling and complaining normally about shit you can't control that actually isn't fucking you up It's the dwelling in complaining that's fucking you up How much how much credit do you give your your parents for the mind that you have funding I mean they had sex at the right second so that you know that's a big deal Um So I got to give him a lot of props for that Um My mom is an all time mom She built a mindset in me that I feel like I would actually argue that what I'm doing here right now is trying to scale what my mom did for me for society because it's so clear to me that she deserves an extraordinary amount of the credit Um Not only do I share a lot of her DNA She also cultivated me She was my core parent Um And then when I got a little bit older I started working in my dad's store and he put in some incredibly strong principles into me because he's a very honorable man And you know this is why I'm not embarrassed about the video or about what's going on with me because I don't really think me is me I think me is my parents and my circumstance and the reality of where I came from and how it like I'm the by-product I I I'm really not attached to the me of it all I do like the things I build because I feel like I'm cultivating those things my mentorship the companies I build But it's really easy for me to give all I mean at some level brother all of it Like I really struggled to think about like my like I'm proud of my hard work and like the things I've done but I also know how much of that was instilled in me So I I'm I'm a huge byproduct's about when you were a kid and you would have the kind of stuff we were doing a bit about that and what you learn and what kind of shape do you for Well I'm just hanging with some individuals in the in the green room I was talking about like there's a lot of people like Gary you know I'm about to start this business and I'm scared to fail And my brain always goes into like you're probably gonna fail especially if you've never done business before Like watching entrepreneurship and business get cool in the last 10 15 years has been frightening Like most of the beautiful faces I'm looking at here right now have not put in the practice nor have the talent

to actually do it But that's not bad That's actually epic If you actually go into it knowing you're going to fail And so you know what I mean Because all I ever did as a kid was business of and I had natural talent in it Of course this happened you know many people stay students and athletes for the predominant part of their life as a child And then they go to more school and then they go to real life and they're confused to why it's hard It's because you haven't lived real life yet You've been playing in a fake environment And so I learned all the mistakes at six and eight and 10 and 13 and 12 and 14 and 19 and 23 And I still make a shitload But if you've not trained at all for a marathon how the fuck are you going to run And so for a lot of people here who are deciding to run for the first time in an environment like that you should whether you're 20 30 40 50 60 70 80 But to go in with audacity that you think it's gonna work when you never trained is fucking insane And so like people always roll up at me like Gary V like at the airport Gary V it's so fuck bro I'm gonna build a billion dollar company I'm like all right like have you know if I ask them one question they're like no not yet But I'm like and I'm like then you're probably not And that's OK Like I think people have what to put on a pedestal All fucked up you know a billion dollar company Like that's for 0.000000000001% of people Like how about enjoying the process of building a company and hoping it doesn't go out of business because if you pull that off you're fucking remarkable because 99% of people go out of business in those early stage You mentioned a lot about going through rejection as people kind of helped you learn that What what about someone that's kind of people of rejection What do you advise to like that kind of audience practice Like this is the biggest problem with modern parenting We think it's good to keep kids away from pain Yeah of course Like I only like kids that cry after they lose like this console Like don't cry It's just a game Fuck you Mom lights a game like eighth place trophies like these leagues that have popped up that don't count winners What the fuck are we doing Like we need you know we said it yesterday and I'll say it again here Like I think every kid should get into at least one fight Like I don't think you're a real man until you get punched in the fucking face You know and you know like and then we're just over coddling an entire generation I I'm so tired of Gen Xers and Boomers shitting on Gen Z You are the one who parented them asshole Like parents come up to me all the time like Gary my fucking kid Like you gotta talk to him like he's just all I'm like you stop paying his rent you you want your 20 plus year old to be better Don't give them money like we're just we got it all backwards like we're

micromanaging them You don't need to know where they are at every second when I was eight in New Jersey in 1983 My mom had no fucking clue where I was I was on the fucking train tracks like oh here comes the train I push your friend like we were doing all sorts of I'd pick up a stick and like hit my friend and that's why we have resilience Do you know what happens to zoo animals when we all tell them to free Like you know how like people get mad sometimes like fucking this is fucked up free The zoo animals they shouldn't be in cages Do you know what happens They put them in the wild and they die within a minute They're not ready for the jungle parents I'm telling you get out of your kid's business let them paint a little bit and it's fucking crazy out here Even like kids like like kids like parents take their kids to the fucking playground A kid pushes them and the parent jumps in and wants to fight kid gets ad in school and the parent goes to school and now fights about grades get out of your fucking kid's shit Let them get beat up promise or teach them how to fight I is is that parent or you think has caused a lot of people to kind of doubt themselves and and that we might see more So now these days by living actual life and realizing there's nothing wrong with it Like losing is great Losing is great Like all like this is losing Like what are you scared of Like what's gonna happen Like you know many people here are like Gary I wanna make cut like we're about to do Q and A Gary I wanna post but I'm like I'm like what's gonna happen Your sister is gonna text you and say you look like an idiot like you're you're gonna only get three views and you're gonna be upset Like what's so scary Everyone keeps living their entire adult life like they're still in high school Like yes I think that parents are over coddling but but then you become here's my point and then you're 25 like this is where I'm very hot on the parenting thing But then there's another part of it There's the other side of the pillow Yes I understand your parents did this and yes I understand they did that But now you're 25 Exactly You're 25 Now you're gonna keep crying about mommy and daddy or are you going to stand on your own feet Go to therapy start working out start meditating start surrounding yourself with positive people Like when are you gonna stop blaming them There's grown ass 50 year olds in here blaming their whole life on their parents the ok and what You're just gonna blame them your whole life and then die How about accountability So yes do I think it happens And yes nature in Dirks was figured out long before I was on earth My question is what are you gonna do about it I talk about love my parents and they're awesome And a lot of people here follow me and know that and I can sit here the rest of my life telling you what they did

wrong I just don't have the energy to think about it I focus on what they did Right I focus on what they did right People come up to me like like uh how many people you have followed me for more than three years Raise your hands Thank you So you have an incr my parents and I sit around and have dinner and just laugh about this Yeah they're like they're like and we're very close They're like man you've really made us out to be fucking insanely awesome Like you know like I just don't know how to focus on what they've done wrong I can I can if I like try to focus I can tell you And of course I thought about it I just don't know what to do with that energy What what are you gonna What And by the way like I said a Von their parents fuck them up I get so mad when my friends and acquaintances and coworkers are like my mom's fucked up But my granny's awesome And then I met the granny and I'm like the granny fucked up The mom your granny is a piece of shit You just didn't you just didn't see her that often you know I just I just don't understand the blame game the dwell game I understand it because 99% of earth walks around and lives in it I just would prefer them to get out of it because I don't know like living a happy life is a much better idea than not Yeah So you go you're gonna be OK with losing what was one of your biggest losses And what did you do that I mean fuck man I lost a lot Like I I I mean look I've I've when I think about my life until I was like 14 if I lost in any game I would cry for an hour Anything Absolutely anything and and lots of things like I peed my bed until I was like 12 and like was petrified of that Like was scared to go to like sleepovers because I'd be like man if I piss my bed in this situation this could be it Um I lost I I much like Muhammad Ali and Joe Frazier I had a trilogy fight with Oded Weinstock and I lost the middle one in junior high because he pushed me into a locker and the code hit my ribs and fucked me up and then he jumped on top of me and then the teachers came and then I got was kind of like a small scrimmage but I got to fucking lunch and everyone's like oh dead beat up Gary And I was like fuck And that was like horrible Like I can we had a fight after school and I revenged my loss And so I mean I I had 1000 I mean \$1000 in baseball cards at one show and then like the money burned a hole in my pocket You know you don't have a car when you're 14 as we all know and my mom went to Costco and they had these cards there and they were shitty cards and I knew it but I didn't have the discipline yet to be patient And I spent all \$1000 on buying all the boxes because I couldn't wait to get home and open all the packs and I got nothing I got \$18.50 dollars \$100 worth of cards out of all those boxes And I kind of had to start all over to build up my game And that

was devastating That's a lesson that is a lesson of like don't let the money burn a hole in your pocket don't buy dumb shit or it might not work out I mean I could sit here for I mean tons of losses I I mean I would argue the like in the way that people think about life I would say the 1st 12 years of my career were a loss I worked 15 hours a day every day seven days a week built a business for someone else and had to start veer media in a conference room at 34 years old of another company because I didn't have enough money to have pay for rent Now that person was my dad So it makes it better But I didn't make any money for what I created I'm always losing I shouldn't even be here No I'm being dead serious Actually this trip is not really mathematically right for me but that's not what I value I'm not trying to extract the most amount of cash value I miss being in Australia So I wanted to come Do you understand I wanted I I love supporting young entrepreneurs You're trying to do something I'm aware that me being here is a platform for you to do the next thing It's not it's not I don't think the way most people think So when people say like what are your losses You know this Like I think nothing and I think everything I don't think anything's been a loss because nothing atrocious has happened And then I could sit here and tell you another 57 stories of shit that went wrong in the way that people think like do you know many people are sitting right now here and around the world saying if I just made that decision three years ago different everything would be better Do you know how crazy that is If I fucking I there's people sitting here right now being like I shouldn't have married this fucking person or I shouldn't have taken this job or I should have invested in that or I should have bought that property or I should have joined my parents' business I shouldn't have joined All people are doing are looking backwards looking backwards fucks up your neck My friends I also don't know if you know this Brizzy but I have some shocking news There's no such thing as a time machine Spending time of what the mistake you made seven years ago is a problem You can't walk into a machine and go back It's fucking over it's over And the only people that are listening to you complain about it are the other people that are losing on that note especially the time with patients So one of your main message is patients One of the main reasons of patients they talk about what's the difference between patients and there are two different words Ethan and I like what you're doing You're taking you know the the prior to interviews and you're adding it to here So I like what you're doing right now because the I like that you picked up on me talking about that the last two times They're two different words like the people interpret how they

want to in life One of the most fascinating things is you find what you're looking for you will find what you're looking for my friends This is why I laugh when everybody blames the algorithms the algorithms are fucking us up Your pessimism is fucking you up When I opened my phone the first video is a boy saving a cat in a tree The next one is a mom loving a son The next one is sunshine is good The next one is like life is awesome I'm not seeing what you're seeing because I'm not fucking spending my time on what you're spending your time on You're in control of your algorithm Oh And if you don't like it I don't know if you heard you can delete it off your phone Like people like you know in America very politically going on you got your own shit going on here like in America like every four years if this fucking guy wins the election I'm moving to Canada and in America we've had both Republicans and Democrats and you know I'm older now I've been through a bunch of elections news alert nobody's living in Canada And like and again if you don't like it I don't know if you know this If you don't like what's going on with in Australia move motherfucker we just don't have accountability like fucking take control Everybody is just giving up control The government's fucking me up My mom's fucking me up My boss is fucking me up quit your boss is fucking you up Well you don't get it Gary I do get it quit You have less money I understand Sell your house and go rent You put the pedestal of owning a house on a pedestal over your own happiness I do understand You don't fucking understand Understand a lot of the message like 67 years ago I was it was that tactic strategy You about this beautiful tone Yes Tell us why and how you found the emotion it ebb and flows I bet You know right now is I'm on mindset but like I'm sure of it that in three or four years whether it's A I or VR there'll be something so big that I'll get hot on spending two years talking about the tactics to take advantage of the thing And for the people how many people have been following me for seven years or more Just raise your hand Thank you And those people know that there's times where I'm hot on this I spent the whole year telling all of you to get on tiktok four years ago Most of you did not listen Then I'm here then I'm here My job is to react to what I'm feeling and reading from all of you and then try to decide what at the moment I can bring the most value from and that's how I live my life And so how did I get here I started to realize wait a minute I can tell you everything about tiktok But if you're insecure to jump into a platform that you think is too young for you well you're not gonna do it So I better start telling you why you're doing that And so I'm just ebbing flowing Parenting how you know right Like when you're

how many people here are parents right All of us we ebb and flow right Like my mom continues to tell me she's like I'm still gonna parent you even though you're grown I'm like I get it like it's a forever game and probably because I had such a great parent I have this incredible feeling to want to parent the world And so I'm talking about this right now because I'm watching all of you give up control You're blaming everybody You've gotten really good at blaming technology and government and I don't think you should because if you do and you think you're not in control and can't do anything about it you get sad and sad is bad Sad is bad because you I don't know if you know this but you were not born for a long time Like the world's been going on for a long time before you show the fuck up and then you're gonna live and you're gonna die And if you know this and then the world's gonna go on for a long time you like that one It's it's true My point is like OK so hey it's so hard you know that's why that video 400 trillion to one went so viral for me It's fucking crazy The odds At least what the fucking scientists say I have no fucking idea of being a human being is 400 trillion to one So what I know is as I look around here like we won right Like back to my story about the credit Like maybe my mom would have had a headache that night No I wouldn't exist So my point is you've won the whole fucking thing You're gonna come on this earth and just dwell your way into death Fuck that shit Fuck Yeah Well so I'm sitting up here with tons of fucking you know bravado and feeling great about my vision of like how life should be And I had a big fucking hole in my chest a real vulnerability and it was called on stage What I've been doing for the last 20 minutes Candor is my strength because I don't I'm looking at you as a whole I'm not talking to an individual person but in my life the more I loved you the more I knew you the more I struggled with giving candor I didn't want to hurt feelings I didn't like the confrontation I struggled with it enormously because I was able to navigate around it I was always able to find my own happiness and all the things I'm talking about But what I didn't realize was it was building resentment and resentment is dangerous And so you know between life events and work events I got to a place in my early to mid forties where I realized that Candor was my kryptonite in all this happiness I I'm a human too and there was little things Those were easy but Candor was a big thing You know I I looked at a Facebook group of former Boehner media employees and everyone was just shitting on me These were the people that were most upset with me These were the people that I wasn't able to give feedback to that they were bad and that they were just stunned when they got

fired This was a whole this was a vulnerability and I had a decision to make was I gonna listen to the shit I talk about here on stage and take accountability and fix it or was I gonna use all my success and happiness and just look the other way and I chose the latter because that's the better game and it hurt it hurt to take on that accountability It hurt when I feel like I'm building the best culture and I have all the best intent that I got to that There are people that I've done wrong by but it was because of Candor I thought I was doing right by them by not hurting their feelings but I was hurting the ultimate feelings And so Candor has been a journey for me When I finally got to this I I did to myself what I do to the world I marketed to myself I created this concept of kind candor and that felt comfortable that I was gonna give it to candor but I was gonna make it really nice and really thoughtful and it's changed the course of my life And I think there's a lot of people who struggle with candor And I highly recommend you realize how dangerous that is And you gotta find a way whether it's therapy couples therapy Um Just practicing like I did the way I just for everybody like the way I fixed it was now it was in my face before it was subconscious I was blind to it when it became obvious to me through that journey of that period in my life I just started practicing I just started calling meetings I mean I would literally email someone like hey can I speak with you for 15 minutes Th this I went in one year from somebody coming to me and be like hey can you give me some feedback Is everything going well And I would be like this person thinks of their job I'm like you fucking epic brea Like you're great I couldn't do it to reaching out to people and setting up 15 minutes and being like hey it's not going well That's a big journey And I practiced and now I still feel like nauseous when I know I'm gonna have to fire someone the night before and things of that nature but not the same way because I know I've done a lot of things along the way to at least not make it shocking or inappropriate And I'm really you know one of the reasons I stand up here and push the things that come out of my mouth is I know how hard that was for me I know how hard physical health was for me going to the gym and eating right does not come natural to me for shit You saw the videos 10 years ago you know like but I've gone through a journey I'm doing things that don't come natural to me that I'm putting work into and I'm fixing them I don't think I'm special I think everybody in here can do the same But first you have to see it then you have to own it and then you have to practice Is there other cities that when you see it doesn't really affect you at the moment What about someone that's in the audience that is trying to show somebody else to

think about themselves How can they how can they work on that Empathy sympathy compassion The reason I don't really struggle with people shitting on me is I feel bad for them You know the concept of I'm gonna go around the imagine waking up in the morning opening your phone looking through stuff by something and saying something that you want to say to hurt someone that's not happiness That's the complete reverse And so when I read like Gary you're full of shit None of this is true I'm not feeling bad for me I'm feeling bad for them And so I think we don't have enough compassion and empathy You know like I really don't think people have enough sympathy Like I I think everything is about me me me me me which is why when you're like you're ugly you're fat you're stupid you'll never achieve it You're thinking about me instead of saying them everything I do is about them So when I see that I'm not thinking about me I'm thinking about them and I'm like why would someone do that Wow they're in such a bad place that the only way they can deal with it is trying to have someone else feel like them They're in a full misery loves company place man I feel bad for them Compassion One of the things you mentioned about what how you got really good marketing was you were marketing I think a lot of people did for someone that wants to get better marketing we get better going into business but they don't have that urgency How can you how can they kind of instilled that in other ways You know I I don't think it's urgency per se I mean it's one of the variables I just think it's a lot of the stuff we're talking about here which is self-awareness is fascinating Like you know I think I I think a lot of this comes down to posturing you know like I wanna go a step further than that Even like I just I think a lot of people are doing shit and they don't even realize why right Like like getting better at marketing is called practice But also understanding that you might not naturally be good at it I could practice all I want in singing I have a funny feeling if I started singing half this room would be leaving within the next five minutes You know like like you can't like you have to be self aware you have to put in the work Like there's a lot of reasons why someone would get better at marketing But my question is why if you're not good at it like why are you not good at it Have you not put in the work most likely But why didn't you put in the work normally It's because you don't like it And so like now why are you doing it Oh You want the money Because what you think buying shit is gonna fix the gap in your heart That's the shit That's interesting to me You know what I mean Like people people are completely people that don't have money are completely convinced that money is going to solve it and they're wrong they're wrong

because what they should be doing is find 10 people that they know somehow some way that have lots of money and they should hang out with them as much as humanly possible for a year And what they'll learn is it definitely doesn't make you happy And so I just think that society has gotten too commercial Like what we put on a pedestal are the wrong things People have money people have followers people have fame success It's fine It's it's fine It's good It can be good But man we just really have to get back to basics around here Like the reason most of the people in this room are not good at marketing is either it doesn't come natural to them or they're doing it for a reason That isn't the reason you know And so you know I think I don't think urgency is gonna make them better at it I think practice makes you better at everything But if you don't like something you're not gonna practice There's some people here who practiced tennis their whole life because they liked it You know not because they thought they were gonna be Novak Djokovic and and I think in work we don't see it that way The money conversations convoluted and I think that more people would make more money by doing shit They like that doesn't seem obvious that money is gonna come from it than doing things that they think the money is in because the money is in real estate and you go get a real estate license and you become a real estate person If you're not good at selling and you're not passionate about real estate you're gonna fail And so chasing where you think the money is has led to a lot of people not making money Everything I've done about be friends band media and a lot more Are you someone that that values balance or are you like someone or are you kind of like all who says well balance and bull I just wanna check what I want to change where down the spectrum of balance the place I stand on balance is I'm asking everyone here who gets to decide what balance is Yeah people like Gary you know but you don't have any work-life balance I'm like cool John tell me what work life balance is like am I supposed to work 9 to 55 days a week Is that work life balance like who made up that shit Like why not work 9 to 33 days a week France thinks so ok you know like what's balance and for me balances ebb and flow in different ways There was parts of my life where I wanted to work every minute there was other parts where I didn't because family dynamics kicked in by the way I never worked in New York Jets play I don't give a shit if it's the most important day of my business Like I the three biggest speaking uh events I've ever been offered I declined because the Jets were playing That's my balance I chose that I needed those four hours of escapism of a passion over the money bad financial decision good emotional decision balance I just think

that's do you know what do you know why the balance conversation even exists Ethan the balance the word balance and work life balance are very similar to another word that I find Very interesting Lucky lucky and L and balance are words that people that aren't doing shit use to weaponize to make themselves feel better that aren't doing shit So what are you saying now the social media organics working at right now I think anybody here who how many people here are doing social media content for themselves or business or something of that nature Raise your hands raise them high I want to get a sense If you are not doing Facebook reels you're missing a huge opportunity at this exact second That's a humongous platform I would argue most people are not Facebook's a little forgotten for a lot of people So Facebook reels is huge organic similar to tiktok Four years ago you could have nothing very little and start posting what you're posting on Instagram and tiktok on Facebook reels And you will be fascinated by how much organic reach is there I think Linkedin is wildly under used by everyone here I think if you're selling you know people think Linkedin is B to B business If you're selling Frisbees you should be posting on linkedin So I think Linkedin is very good organic reach And then I think those two are the underpriced attention Then the next question becomes where the attention the reach is fair then it becomes a game of best right So one of my favorite other excuses Ethan is like people Dm me like Gary I need your help I'm shadow band When I click their you know this is the weird shit I do brother Then I click their account and look at their content I'm like ah got it Go back to the DM Hey brother you're not Shadow band You just suck Everybody here wants to blame the algorithm Oh I'm not getting as much reach on my Facebook on my Instagram They just want my they just want ads they want the money No no the reach was free I love everyone's like these platforms It's free like you post and people see it and they don't charge you I'm just gonna say this nice and slow Instagram is free in marketing Do you know how insane that is Go try to call the newspaper of this fucking town and ask them to put an ad in the paper for free Go run a commercial on seven for free go get a billboard on these nice little streets out there for free It's fucking free Shut the fuck up So back to the point if it's free and everyone's there then it becomes competitive everyone's like oh there's too many fucking people now that are influencers I'm like yeah you're complaining cause you're one you're the problem quit It's called free It's called merit It's called Survival of the Fittest And instead of crying about the algorithm or all these other people how about getting better at it and better at it means knowing how to title your

videos what the thumbnail needs to look like what the first three seconds should look like the copy that you support it with what time you post it how you engage in the comments And what are the platform differences of a carousel versus a reels versus a straight post and having a hook And like how about realizing this is a skill instead of dumb fucking luck And what about putting in the hours of reading and testing and working to be good at it Or he can blame the algorithm