

## Overcoming Fear & Taking Risks | DailyVee 641

It's the number one reason I made contact I'm trying to get people to be less scary So you lost me At least you tried if he wanted exactly \$1000 for this wall and come from the jungle like a we're in Amsterdam having the it's got a little different Weird I'm clearly in a good mood I'm excited A bunch of leaders from our European office So some of the folks from London some of the folks from Amsterdam are here and I'm excited to rock and roll I'm just gonna give everyone the preview real quick which is enjoy your the people you're close to because in about 15 minutes we're gonna be on one table conversation collectively It's the only rule Can I ask you a personal question I'll see him Of course So if you don't if you never felt fear around the company and the journey when did you feel the emotional fear as um as Gary the human being not the CEO I probably lived the ages of 7 to 16 fearing that one of my parents would die 4 to 6 times a week I think I got so much fear out of the way as a kid that it impacted me You know I didn't really understand it as I got older I'm like oh I'm such an idiot Right My mom lost her mom at five My dad lost his dad at 15 It was in the air I thought it was very right You know even if you notice the thing I toast to it But somebody oh Dustin asked me today Yes Whatever Do I have any superstitions And at first I said no And I said wait a minute I do I will not toast to anything but good health to good health To me The only thing I worry about is health because I can't control it Everything else I can live in a shoe box Once you have a relationship with humility everything becomes amazing You're not scared of anything Good morning Look I'm extremely happy to be here Looking forward to getting to know all of you There's so much I can touch on I would love to go into as much Q and A as possible But like basically there's only two things 1st 2nd 3rd and 4th is how you feel when you come here if you're upset on Sunday night and you're pissed Monday morning we lost but you need to be a contributor to fixing that And then number two like you have to learn the craft and I'm inspired to win on both fronts with all of you and So I'm very grateful I'm humbled You guys have plenty of options of places you could go work I wanna take that compliment of you considering to work with us and build on it My biggest frustration is I know how little I can accomplish on both of those fronts in this afternoon But my biggest hope is that I can inspire you to act on the things that will then allow us to accomplish it And so I guess if you leave with anything just call my bluff You inspire loads of folks who inspires gary

beer It's funny you ask that historically the answer to this question which still is true is my parents The number one thing I wish on people besides good health is being born into a family that has nothing When you learn in the 1st 10 years of your life that money has no direct correlation to happiness life becomes And that's what happened to me I was so loved I was so happy We had so little I'm like this is it what else And so that's what keeps a lot of the what may seem like bullshit answers for you that I'll prove to you are true It's all grounded from that So they've always been the answer to that question However in my journey to like try to find value or create perspective or create debate or think something else hit me recently that I've been talking about a lot lately and because I take so many 6 a.m. flights I've had the luxury of waking up at 4 a.m. quite a bit And going to the airport at 4 30 something hit me recently which is like oh there is something else that really inspires me which is when it is 4 50 in the morning and you're going to the airport and you look outside and you see a 52 year old woman get out of the subway four bags in her hand Maybe this woman is up and doing this right now because she just recently lost her husband and she has three kids and she has a regular 9 to 5 but she's taken on a 6 to 9 a.m. job just to like you know I paint these pictures for myself These people that I see at four and five in the morning who aren't Elon Musk who aren't Jeff Bezos who aren't Oprah Like these people are grinding often to just put food on the for their family maybe buy one luxury item for their child They inspire me to no end And then I go to another place in my mind is and I bet you she doesn't even complain The person I admire the most is the people that have so much adversity and not a peep not a fucking peep of complaining about dumb shit And so the people that inspire me are the people that nobody talks about that put their family on their back and fucking work to try to make it better for their family and have no capacity to complain about it Maybe you can tell me first about the network or for for the media and where you started the business over here and I just in the Netherlands And when I started the company 13 years ago it was on a mission to build a global communications company I was pretty agnostic on where we would go After we started in New York first we went to San Francisco we later moved that to L A and then we went into London and then Singapore you know we're gonna be everywhere Johannesburg and Cape Town and Nigeria and the Middle East and the serendipity of clients and governments and business realities will sometimes dictate when and where and you know this one had a little bit to do with needing to make sure we had an office in Europe not just in London

and it being a place that I've been to a lot of times and had a lot of fun This for yeah to me the number one thing at this age that you have to do is take risks early on because when you get older you regret not taking risks Please remember that if anything from this forget about the marketing strategies in your twenties is when you take your biggest risks because when you're 40 60 80 you'll regret If you don't you're gonna be 77 And you're gonna say why the fuck Gary B told me 2050 years ago I should have listened because it will kill you much more than losing The biggest thing that kids worry about is losing That's why they don't take risks because they don't want to lose in front of each other in front of their parents It's the number one reason I make contact I'm trying to get people to be less scared So you lost At least you tried God one to watch Try to know my phone Don't need no interrupts Shout out to the shop when you shop I'll tell you exactly who I am I want to write an article about champagne that focuses on the fact that Prosecco from Italy is now a good alternative for a portion of the price I want you to historically reference other times in history when something was the establishment and a product came along that was equal of quality but a fraction of the price and speak to it in a manner that helps people understand that quality of flavor is subjective but price is not enter So what is this the prompting I just wrote a very good article for the London Times about Prosecco and Champagne Something will be output in and then I'm going to read it and I'm going to add 10 more sentences and edit six more sentences So the creativity of the writer and the ability of the editor becomes a new form of a human being I just literally talked out to you Hang on It's a genuine love for people I was thinking about it I was like what is it I'm like you know they're just like I just genuinely like in like a deep way like even like walking by these windows like I look at all those people and I'm like yeah and like most people really don't They're scared of people people hurt them It's really crazy how like perspective and like all that works makes a big difference because they're both equally true Like yes there's a lot of pain in the world but there's so much fucking like actual love in the world It just how you look at it OK It's fucking beautiful The world man the world is beautiful If you decide to look I'm incredibly humbled to see all of you A bunch of faces I already know and a lot of new faces that I know of but it's great to put a face to some of the names Why don't I set up over there Why don't we line up if you want a selfie or to sign something I'll bang through that Then I'll come right back here grab one of these chairs We'll hang out and do a little Q and A and hang out Thank you The question really is

around What are your biggest challenges and how can we help and assist you That's very sweet You know giving without expectation is super easy for me being vulnerable and asking for help impossible You know I struggle with that question You know the truth is God it's really hard Like I was so trained you know as a first generation immigrant where my mom's like you take care of your sister at four So I'm like all right I'm a fucking four year old and I'm like I'm in work mode right My dad's not around on my mom's partner in crime I start working at 14 I become the financial impact of my whole family At 18 I don't really have like the capacity or like the training to understand how to ask for help So you've got all that framework Here's the more complicated part The truth is I'm uncomfortably simple Something that I think would surprise you if you really really knew me is how detached I am from my own success I don't really get validation or affirmation from my career That's why I called it be friends I like I'm more in tune with getting like validation from like being a nice person and building friends than I do of like making money or this and that Like where I'm getting caught up is I'm not overly struggling with anything It like the thing that makes me the happiest is for you to be happy Honestly Like listen to what I'm saying In my content You wanna make me happy go act on the shit that I'm talking about because everybody here would be a lot happier Thank you Keep going Thank you It's a good night We put a lot of positivity into the world today Take my time and ain't no point in rustling I know you see what you want to touch I know you want to taste the German model college You want to raise them That's just basic because they only race is racist It's out of acting forward to the point You're taking only made records So you try to