

## Worried About Kids on Social Media? Here's How to Help | All-Star Weekend Meet & Greet

I'm a huge advocate for kids if I can influence them in any kind of way I'm trying to how do we get these kids out of the mental psychosis that is pushed to them by building their actual self esteem Social media is just replacing watching TV playing video games or being outside of the playground If we stop demonizing social media and we start putting pressure on the proper conversation which is are we actually building kids' self esteem or are we not I want to say thank you I have six kids change the way that our parents gratitude empathy and I'm not pushing them to go to college anymore Let them do what they want man Go as long as they put in work right We wear these to say we also be kind Are you Thank you so nice to meet you If you're in my position and you're looking to build the number one men's self development podcast and brand what would your strategy be What do you to happen Are you selling anything to that audience or are you just trying to build brand awareness For sure Then I would say it's a heavy game of content filming things host producing them The thing that I think most people continue to not do well is you need to be on every platform Tik Tok and youtube and Facebook and Instagram and linkedin really really grind on guest and output That's how you win that game People are like I want to build the biggest men's bucket and then they're putting out three pieces of content a day instead of 12 the more you put out the more good things will happen And you need to figure out a system film as much as possible This should be three clips two clips nine clips And I think that's how you do it but you have to remember It takes time Yeah Yeah I'm in an accelerated digital marketing and analytics program through a technical college Amazing program You're likely to get a job by D Ming people on linkedin than you are in getting that publication while you're doing that certification which is also good not bad You should in parallel put out content on linkedin and literally DM and message Utah based digital firms and being like I'm this this is what I'm about literally getting 113 nos for one person to say yes and have that job The number one thing we all need to figure out is how not to give the world leverage We need to have the leverage and the way we have leverage is through vulnerability self awareness good intent being in a kind place you know life is a race but it's really not or it is but you're not going to win a 90 year race by trying to sprint We got a podcast going yes maybe like

a tip on how to grow and grow the podcast consistency matters And you've got to put in that work That is the way to build an audience Do you guys enjoy doing it it Then you're fucking then you're good If you're at every 23 weeks there's probably some subconscious discouragement of it not growing And I think the way to get it to grow is absolutely through the clips 100% The other way to get it to grow spend time watching social media and see which people are on the come up that are small If you dm them and say yo you want to be on our podcast they're probably going to say yes if they only have 5000 OK Now all of a sudden God willing in three years you have Charlie Demilio or Polo G or Gary B on your So three years before they became who they are That might be the springboard for you clip and find talent that's emerging Those are the two things I'm an independent musician I've been you know just tasting the drink for a long time I'm in a very niche market We do what's called like nerd rap Nerd rap Yeah So I'm a former teacher So we make rap songs about literature I like it This recently become a foster parent OK I'm getting into children's music I love that for you Thank you as a creator Any tips on like when you're ready to make a pivot and you're not sure how your current audience is going to make it Yeah I mean I went from wine to business It was a hard pivot and some people were like yo wine guy stop talking about business I'm here for wine I was like look I'll give you both You can't worry about your current audience You just can't it's not what's in your heart right now I needed to hear that So let's you know you know already there it's on your heart So what are you going to do Like you're going to get less views Who cares It's not in your heart People higher up than me I feel that they well that's because you are valuing other people's opinions and I'm obsessed with helping people not value other people's opinions because it is the quickest path to be in a very good place You have to be kind to yourself You're going to have to work on this every day Everybody here has had struggles and done dumb shit and needed reset You're so young Don't beat yourself up be proud of yourself that you have the strength to know that you need to reach out to somebody or that somebody reached out to you and now you're resetting we all suck at things all good things It's called I love I love that I want it to be a mindset movement Personally I don't know how much people will gravitate towards that So for now it's just my mindset If one person gravitates to it it's a win The reason this all happened to me is I never needed it to happen It was just logical to me I'm like if one person likes my wine videos and learns about wine then that's good When I started doing business I'm like if one person's

business gets better that would be good When I started talking a little bit more perspective I'm like that was the biggest one If one person's perspective is in a better place because of something I make then life is good And so I think if one fucking person changes their life because of it you want trying to keep that in mind And that's because what's good about keeping that in mind is it actually makes you patient I have to make some compromises not mentally allowing me to agree that I'm making these compromises professionally in my thirties I feel like that's fundamentally wrong I think that that's where you have to hack I would actually argue some of my least productive years of my career were in my thirties Ironically 30 was what I triggered in if I said right now as an athlete what were your worst seasons I would say 28 29 for the only time in my career I had micro I'm even scared to say it out loud micro complacency But wine library didn't So from 22 to 28 I didn't breathe But at 28 it happened like it was it it was undeniable That wine library was one of the most successful independent wine retailers in the country And I kind of got into a groove I built a good team I didn't want to build a second store You know I just had micro complacency And then at 30 I started Wine Library TV three months after 30 And that changed the next 17 years of my career I would say I had that complacency and nothing happened And I would argue that in 12 years I'll be doing this and I'll explain how I had complacency the year after COVID who the knows you can't realize that complacency in the time or no I know it was it was in hindsight and the reality is there's no reason to beat yourself up There's no reason to hold yourself to a standard that doesn't come natural There's no reason to create the ideology of you being a superhero when you're just a human being And I think your framework is right You could build the biggest augmented reality company in the world if your parents pass and during that era and you say wait a minute why didn't I go to dinner with them once every two weeks or nothing matters You've got it you've got it So if you were able to go back to the old one piece of advice with his and this is going to be a tough one because I was so extreme in this direction So this may not help you but it might in the direct but it might help you in a macro It's ok to take a Saturn I was 110% work and I do believe that balance is best And in hindsight a few vacation days a few Saturdays a few ball games just like doing shit besides working some 20 year olds It's like hey you need to start building your discipline and work ethic other 20 year olds it's like hey don't put too much pressure on number one So it's all great to like take advantage of your youth A lot of kids that are overly soft and overly like not starting to do things that

are inconvenient wake up at 30 are struggling too So like the best thing I can tell a 20 year old who's a little too chill If you actually believe even for you you are find something to be disciplined about that might be the gym that might be school just something to get you into being tolerant of inconvenience Too many people just want everything to be easy and the ultimate comfort is not finding ways to be comfortable The ultimate comfort is to fucking know that you are comfortable in any adversity challenge In terms of how to the challenge itself we want to travel from the highest to the lowest elevations each state using only human power The problem I'm running into is figuring out whether I should be branding this or the challenge or I'm trying to launch a company around this of helping people to face that discomfort So many of us aren't ready to start I think you can do both or intertwine it into the long form That's not a challenge He was an IP That was a Pokemon Sesame Street thing that was based on me making wine and business videos which brought awareness to it And for many people here they could give a fuck about NFTS and B friends but for some of them they do and you could do the same thing Make that content awesome And then for the business that you're going to build a percentage of those people are going to come with that journey and a percentage is not And that's beautiful No How's that Cotton candy No How's the cotton candy It's good It's good So I didn't know you would be here today So I was thinking the line what I wanted to say to you and I love all the business stuff I'm not sure we have bakeries and pizzerias and cooking stores and stuff But the most important stuff that you talk about is your upbringing with your mom because I have these five kids send them through the best schools and all stuff that I'm realizing over time and they all need something different Yes sir Even though one might be a doctor that's right Al is probably going to come and work with me in the bakery I get it changed him home school and he's coming in he's working the counter He's eight years old You know Thank you That's the most important stuff that you post your upbringing raising Children based on that not based on ideology or based on you is everything and more and more of that gets into the world This place is going to be real good real fast We're in a lot of corners to hear that I help people in the Hispanic community Yes I'm a business consultant I haven't realized the dream of owning his own restaurant their own food businesses It's amazing food trucks It's amazing And I'm trying to find out ways to get more into my community affected more do more of it help more people to be able to help more people And so what do you need to help more people My social media and stuff like that

Direct mail believe it or not it's an old school but sometimes Facebook is huge next door Do you know what next door is You've got to do that work right now I'm very very focused on one I haven't talked to about called The Optimistic Otter I think optimism I'm starting to realize like if you don't have optimism it's kind of over Like if you don't have if you don't think it can be good then it definitely can't be good I'm 23 I'm young super ambitious But I feel like sometimes like I have the will power and the energy to do literally anything And I do well at like I lack the clarity and focus that I need to go all the way You're not sure if you like it I feel like I don't like the reason I say like is clarity comes from the why Like when you say I don't want the clarity go all the way it's either insecurity to go all the way or lack of clarity on the why you're even doing it or what makes you happy It's one of those two Which one does it feel like Or might be something else That's good That's not a bad thing You said you were 23 Sometimes when you know you're capable and you're hungry and ambitious There's a level of pressure because you're like I was fortunate that I can do shit This is why I push patience so much because you're putting undue pressure on yourself for no reason If you realize that at 39 If you accomplish whatever your goals and dreams are that that's just as good as accomplishing it at 25 It's probably better and more likely and more sustainable Then you could start reframing the way you look at shit Yeah you're welcome Dylan What's good brother I'm here with bro He came through for you in the clutch Thank you so much for watching my shit bro I can't wait to actually meet you in person as well I hope your best 2023 Keep going love yourself first Everything else will be figured out So I own a direct mail company Tell me about what's your perspective on print in the next 10 years You heard me earlier right I literally just gave a guy advice to do direct mail which is funny because I'm a digital guy If there are certain scenarios where I think it works the world will continue to get more digital It just is what it is that doesn't mean that you can't have a viable business at print I think there will be more price pressure I know that Facebook ads can do a lot of things that direct mail used to do for me at a more exciting price and that will continue to be pressure on your business but there's going to be paper you will retire and print will still be around Yes I'm super into personal growth like development I love your content I love what you put out and I want to do something similar I've just been scared of what judgment of what let's play it out I'm not good You're not good Here's why it worked for me Whether people said I was good at it or not I wasn't doing it for that I was doing it because I thought one or two people could benefit from it So if you

know that you're doing it from a good place and you want someone to have a better life Well isn't that more important than somebody saying you're not good on camera That's it Yeah So I've been in the hospitality industry for quite a while I just started a digital marketing agency for restaurants right now I feel like with restaurants they are still very old school very delayed when it comes to marketing Most restaurants don't feel brand they do sales and the ones that feel brand ironically are the world you come from which was a little bit more nightlife restaurant not restaurant I feel like there's still a lot of education that comes from that side of marketing So what would be your advice to restaurants I've actually you have to become the content producer of the advice to lead awareness to your business You're telling them to make content Well you better fucking make content I see it So I think that's the answer you need to crush linkedin Tik Tok Instagram youtube shorts You just got to put in the fucking work Let me give you a really good piece of advice because I know this space Well do not focus on the people that say no just say what's up to everyone It's like hospitality Don't try to convince some fucking restaurant they need it If they're not there just go to the next fucking restaurant Got it got it I'm a rapper rapper I've been rapping for like the last 20 minutes I've been watching a lot of your interviews and hustle I want to expand that right So if you were my shoes how would you take it to be local local and and destroying the competition You know putting out music just put it in Yes When you're in the business of music you're one song away from having what you want to happen happen How much music are you putting out I put it in like uh right now I have like two big 20 each How about a song a day A song a day And if you can't do a song a day what about a song a week And if you can't do a song a week what about a song Every two weeks Two weeks it's gonna be a song It's your own talent and and how many bas you have if you're in the music business you gotta get music out you gotta get that shit on soundcloud you gotta get that shit on Spotify upload the the songs on tiktok That's your business Can I get like uh what are the names with Hey what's up everybody It's your boy Waited a whole day I hear with the one the only Gary V Word Day is patience If you want it too fast you won't get it It's I'm a beat maker I'm a producer and not only do I produce be for an artist but I also like put out my own stuff Like I love it Yes The part that I struggle is is well obviously I know you got to put content out I release like a B tape every week And then I always like are you d ma bunch of emerging artists Sometimes I do but usually I always work Not sometimes every time every time if I'm you how I got here I would put

out a mixed beat of the week I would literally go to Instagram and Tik Tok and I would probably DM 950 people People had 5000 to 200,000 followers on Instagram and Tik Tok And I would hit those people up because they're still on the come up I would have hit up Drake too much competition but I would hit up the next Drake who's had 8000 followers on Instagram those people So I'm an attorney divorce attorney 10 years Yes that could be the question now is like that type of business Where I have personal connection with my clients How do I spell something like that Or I know you got like you media is the same thing I was Gary V and I built a massive marketing company by letting them know when you buy us when you have us It's not just me you need to build up your people And so when you meet with a person that's going through a divorce and you sit down with them and you're you meet with them You're like it's me There's Johnny here's Karen This is a team and then you build people up like dustin's better at videography than I am Sally might be better at a certain part of litigation Ryan might be better at right Everyone's like I can't scale like you're not building people up So I've been on a remote job for the last three years I got laid off this last week I'm a photographer and I'm building a business My photos are in mo in every store in Utah right now I'm trying to kill it but I need some stability months pregnant Congratulations And we I need to keep growing my business right So you need to get a job because you need that peace of mind of something stable What I do in that situation is I apply to literally 8000 jobs and try to get as many interviews as possible if you're able to get three or four interviews you analyze them based on how much it pays you but how much free time it gives you you get a lot of people especially now it's starting to happen Hey I'm looking for a job and I'm like how many jobs did you apply to And people are like two and I'm like you only apply two jobs today and they're like this week And I'm like what are you doing You have the internet It's not 1985 where you have to drive somewhere and see help wanted sign So just go ham on applying but find the ratio that lets you do what you want If I'm trying to one up my my fees to make a little bit more with my photography you just ask just keep asking the number one thing for people that do haircuts lawn work photography If you are a service provider it is me The number one rule is every job that comes up next is more expensive until the market tells you no And you're going to get some nose But if you can feel if you're getting enough asks well then you can keep going If you're not getting asked and you start going down you're in control And did you know that it would be my most fulfilling project is what we're doing right This

second the building of a personal brand that was going to provide value to people It didn't even cross my mind that that's what I was doing at first It's beyond fulfilling Look at this you know it's like but they're not here because I'm good at basketball You aren't here because I'm funny in a movie This is because we see the world in a similar place around love and kindness and hard work And the basis of my community is sitting on such significantly virtues And so it's incredibly fulfilling because it's very hard to be popular in a contemporary way You could do it as a principal as a guidance counselor as a religious leader as a parent But it's hard to be pop culture popular and talk about the shit I'm talking about So it's incredibly fulfilling So one thing that just like intrigues me a lot about you is how old you are how much love and compassion you have when you're carrying those things out how do you create yourself and what do you do to do that on a daily basis I think it was a gradual process Like I was definitely the kid in like third grade that if somebody picked on someone it didn't feel good Like I felt bad I just always had a lot of compassion and empathy And so I kept building building and building and then it just became my perspective on life which was like none of this shit matters It's like you aren't liked by people If you aren't giving love to people if you're not trying to leave a positive impact So it's the shit that I talk to myself about every day It's the constant conversation you're having with yourself That happens because I'm thinking every day how do I bring value when I make videos when we make content I'm not thinking how many likes am I going to get I'm looking at that for performance I'm looking at it for Why would this be good for everyone here to see Like what am I bringing them when people take photos of themselves with like a watch I'm like what is that doing for people My argument is that 90% are feeling worse about themselves So I try to focus on that And so I think it's the conversation I have with myself It's like who you're being every day who you're being every day The whole reason I'm here is to see you and to thank you I feel like you support me and believe in me more than like the people I surrounded myself with And it's like that I love that Mercedes You know what That's such an interesting thing that hit me when you just said that that's exactly how I feel I genuinely do believe in people more than the people around them Not always but often because I really believe in the human being And I feel that like your videos are always like what I need to hear and I love honor and appreciation for your mother my mom is my best friend and she's the one that's like I'm wearing out because of her And when I see you talk about your mom it's like people think I'm weird I love my



mom so much that my car gets us So thank you for being the kindness that the world needs and for pouring into people like me and everyone else I appreciate it Thank you I know you're always talking about like go getters and everything And my parents came here from Armenia with nothing and they started a business and they well I feel bad because I I work full time but I think not everybody has to strive to build a huge business You can't put pressure on yourself for something that you're not you don't need to be an entrepreneur Nowadays everyone's like you have to be an 9 to 5 is like I think that's crazy I think nowadays people need to fight to be like I'm happy being an entrepreneur and working hard But if you listen carefully to my videos I'm not saying do that That's why I love you because you're all about like it's not all about money and a mother of three and I love being a mother of three is the most fucking important job on earth I'm the by product of a mother of three Gary B is not me Gary B is the by product of a mother of three You don't have to start a business You have to just fight to be happy here