

The Blueprint for Discovering and Pursuing Your Passion | VeeFriends Facetime Experiences

How do you find your passion I find that many are scared of their passion A K their interest their hobbies skiing legos cooking video games People don't think their interest is a business Dustin's interest in BMX by culture I don't believe he thought that that was a business that he could make 150 K a year being in the BMX business He didn't understand that he could do a daily podcast or do videos or be a hoodie maker of BMX culture and make 100 K a year That is real My big thing is if you're 18 to 29 try it because you won't have to regret not trying it All right So you clearly have many passionate die hard fans that care about you on a really deep emotional level and they're willing to travel across the country \$8000 for you So my question is what are some practical concrete steps that a content creator or a company can take to have an audience care about care about them on an emotional level and therefore care about their words products and services that they offer It's a great question brother two things One I love your shirt Two The answer is the way you get people to love something is by you loving them first For a human to get love One of the at scale I think it's predicated on them loving first for me One of the great reasons I think everything happened was my intent was to provide value Like I was like I'm good I know how to be happy without people's money love attention You know I'm good So this allows me to be like remarkably generous emotionally and strategically I don't think you can really create something of scale as a content creator without providing outrageous levels of value Value comes in a lot of different forms But I think the thing that's been a little bit different about my world is unlike a music artist or an athlete or someone who's like funny or attractive or an actor Like I'm on a daily basis trying to give people either emotional or tactical things that bring them value And I did that for a decade before any of you knew who the I was like I did it every day every day every day And you know in 2010 it was a couple of 100 people and in 2023 it's a lot more So I think the answer it's kind of like parenting and all of you are too young for that at this point But like they're going to love you as much as you love them first And I think the reason a lot of people struggle as content creators is it's all about them How many likes am I going to get How much money am I going to make out of this How many hoodies can I sell to them How many courses can I sell to them It's all

selfish and the reality is it's all about being selfless And so I think that's the answer to your question My guy thank you I want to buy that hoodie I love it even better I'll send it to you You are a very big advocate for NFTS crypto That's where to start And clearly it's like yes a lot Yes So do you still think it's the future or are you buying low or I don't know if you caught this but most of my summer and fall last year was saying that 99% of them were going to go to zero because I believe in the macro But I saw all the greed and the short term behavior So I knew it was going to be a problem It's kind of like the difference of believing that stuffed animals are going to be something that everyone's going to be into as kids versus beanie babies Right So too much of the behavior was beanie babies and speculation But I believe in nfts and Web three the most because it's a macro technology I'll give you the comp the way you said that Gary you believed in nfts That would be like you saying Gary you believed in iphone apps but 99% of the iphone apps in the first two years have failed And I'd be like yeah that's exactly right But I still think Instagram and Uber and ways are coming and that's how I think about NFTS Right I know that a lot of projects failed because a lot of people came in with greed they were selfish like we just talked about but there will be 1% that are good now and people will learn from this last year and people will build meaningful things going forward You always say like in your twenties and thirties you got to experiment and go explore Yes I kind of do the same thing I you know came to the States when I was 17 studied really hard as an immigrant like being Korean uh ended up going to Stanford in my grad school for environmental studies made my parents really happy But then I realized I never really risked um doing something that I truly felt passionate about because I was afraid of failing it at it But also I was afraid of um my parents and their disappointing parents especially immigrant parents in a US environment is is one of the biggest things I focus on because I got so fortunate because I was an immigrant But my mother gave me the freedom to be myself and it led to so much good both emotional and professional success But you know that is just a very rare story to this day Parents India Asia Europe I mean Africa I mean it is it is the great disservice that parents are doing to their Children and they don't realize that they think they're helping And so it comes from a good place but it is created a lot of voter grudge towards them They work their ass off And but then when I went to Stanford like I think I did enough for them And then I started following my passionate art and running running and I went to Kenya so I leave it and run with them which was amazing Um Yeah that's kind of my story It's it's

very similar you know similar to mine right I I didn't do it through school I did it through I need I wanna give back to my parents by building their business And then at 34 I went and did my thing No I love that I love that You did that Were your pa did your parents struggle in that transition when you were ready to do something for yourself or were they fulfilled The uh that's the other thing it's like the other thing I'm thinking a lot about is like all right I went to the Ivy League school but let me live my life and it's like where do parents they they really need to find their their way in letting their kids live their lives Which is really interesting because when I speak to the parents which it happens multiple times a year that are doing this to the Children their parents did it to them Right Exactly Which is which to me is almost the most inappropriate because you you know that you were so unhappy about this Why are you Like it's a it's hypocrisy at its best You were mad at your parents and now you're doing it to your kids That's a level of like lack of conscious time for them just to play But they they really believe they would work for me I know that for me So like it was very interesting conversation with them They would ask me like why would you not work at like Google or Facebook where your friends work at like make six figures and whatnot And I've been making like 20 to 40 K a year which is really not much compared to what my friends are making But I'm just so happy and when I made the decision to go into running I was like I'm just gonna fucking live in Kenya I don't and and what the world hasn't figured out yet is living within one's means is the only thing one needs to do to eliminate the anxiety associated with their fee The amount of people I know that make \$283,000 a year And stress about money every day is staggering It's because they live a \$413,000 lifestyle If you make 39,000 a year and you live a \$23,000 lifestyle you've won especially if you're happy And by the way I say this from a place of knowledge iii I in every year of my twenties post school did not make \$100,000 a year And when I was from 45 to 55 to 65 because my dad didn't pay me that much I lived within those means and had savings I just I got fortunate or unfortunate that I worked every minute I didn't have the weekend to spend money on I never wanted to impress anyone So I didn't need to buy anything to impress everyone's vulnerability is they're trying to impress someone with the things they buy which makes them buy things they don't need I am still doing full time marketing right now Um Two years ago I did like organic social media is when I started I last year when I talked to you one client now I have five So I am excited But um I've been posting on linkedin tiktok and I've been sitting out we sent over like 100 and 50 cold

emails like a 30% open rate but like really not that many people are It is it's very high 30% open rate and then what nothing What are you emailing them Um Just like information that like I saw their stuff I thought they'd be a good fit This is my website You're going in too hard What you need to do is send an email and say hey uh I would title it 90 minute Karma 90 minute Karma Driven Free social media Q and A seminar I'll say it again Nice and slow cause I wanna make sure you get it titled 90 Minute Karma Driven Free Seminar Q and A with me in there you go Hey love your stuff I'm just very good at my craft and social media content I like providing people value no strings attached Here's the Google Hangout link April 17th from 4 to 5 30 Please come If you want to come and I'm just going to talk of the state of the Union of social media as it continues to become important If you have one person show up phenomenal If you have 23 phenomenal and literally you go there and you give them the best information you can give them pro bono and that will convert into clients And if it doesn't you still created Karma which always is a good thing The reason you're getting very good open rates you're not getting conversions because you're trying to sell Yeah Right Right Right Right Exactly Right Yeah Well another thing is we've kind of been so right now like I said we do organic social media for my clients um with a lot of things I do like I've done like branded photo shoots that I coordinate for some of them Um um I'll do like marketing collateral just miscellaneous just to add value I don't add that into a price right now It's just more more of their monthly retainer So just show them like I appreciate you Here's some extra work that you need help with I can do no extra charge Um but then like my some of the clients even after a year long they love me But they also were like where's the true direct return on investment And your answer is I do brand brand is not measurable If you want direct results you need to spend media dollars against ads I do brand and the end and some people believe in I believe in brand more than anything in the world Me too A lot of small businesses and people don't have that patience and don't believe in it That's ok You just need to find the ones that do right The other thing you can do is if you see a high turn rate you can create a consulting product instead of a retainer client So the good news is you've had six clients from day one you've lost one and it was just it was just because it was like that's only spend no time thinking about who you lost Think about all your time of how to get better and find new people We interrupt this program to bring you a special report How do you find your passion I'm in my discord right now and this is something people ask me all the time and I find that many are scared

of their passion A k their interest their hobbies skiing legos cooking video games People don't think their interest is a business Dustin's interest in BMX by culture I don't believe he thought that that was a business that he could make 150 a year being in the BMX business But he didn't understand that he could do a daily podcast or do videos or be a hoodie maker of BMX culture and make 100 K a year That is real My big thing is if you're 18 to 29 try it because you won't have to regret not trying it Someone just asked me what kind of content what what kind of content do you find Does the best My answer in my discord was one that comes from the heart or the one that comes from the brain You are either winning on emotional truths or intellectual truths things that you really fucking believe in or have real passion for or shit that you really know so much of what Gary Vee has won on in my opinion is that the shit I love is the shit I know and I've got both But when I break off into you know maybe I'm less passionate about it but I'm speaking to it or I'm passionate and it's more like sports stuff or blueberries or stuff like that and I don't know as much about it Those work So for me great content comes from the heart or the brain tips for a college student who wants to drop out The answer to that is to drop out If you want to drop out you should drop out If you're not dropping out because of the stigma that's already gone Nobody gives a fuck No I don't even know who any I don't know a single employees college if you told me right now tell me what college Dustin Katie or Nick Anderson went to I would lose I go for three and so you should drop out because that's where your heart is That's where your mind is But let there be no confusion whether you go through college or you drop out to actually win in the real world is going to take real effort real work ethic like real talent really honing your skills like this is all real work out here A lot of people get confused because they're good at school and that doesn't work And a lot of people get confused of like I'm gonna drop out fuck it I don't need school but your lazy ass isn't gonna win in the real World either You better change that fucking energy if you're lazy as fucking school like I was you better flip that fucking energy when you go into the real world you know a quick refresher So I run a company called American Canning where uh basically a beverage can and equipment su fired up small and scaling beverage brands I think last time we talked uh we were talking about building our own can manufacturing plant while last year we actually did that totally different than any other plant Here One is we use the Japanese technology Um They've been doing it for 22 years It's the most environmentally friendly canned plant in the world Uh And two it uses

different technology that's basically uh increasing the shelf life substantially for like products like wine spirits space RT DS um cider more acidic stuff Um Gallo started importing and using these cans and all their dark force initially and they use it on everything now So we built a plant in the US for That's awesome That's fucking awesome I mean I guess just some insights from you or hot takes on Where's the beverage market going That premium trend is happening in categories that are tough to you know holding cans for long term But you know how would you kind of approach getting the word out there driving adoption content platforms all that good stuff you know I think it's it's education comes in the form of communication right Like so unlimited podcasts unlimited infographics unlimited um in you interviewing people that actually know the truth Unlimited You making 12 minute hot takes why Just unlimited Like again it's so easy and so hard Like the things I believe in If I own this business I would do what I did with wine library TV I make a video every day for five years and then shit would start happening right And you know that's hard to say because people don't have the time they think but it it's it's similar to I used to literally think I didn't have time to work out I'm busier than ever and I have time to work out I prioritized Most people are not prioritizing content creation without realizing it is the oxygen of their growth People think social media content is like some nice little nice to have or tier six to my real business Your real fucking business is to communicate your business for sure I mean what what Because this is B to B obviously right So like I mean platform wise I mean linkedin linkedin but B to B to C or B to C to B is a fun model if you go crazy and do a Tik Tok thing of like like if you became the guy that says demand your favorite beverage to use this technology And like every time at the end could be like let's all go attack Bud Light Here's the linkedin to the Bud Light brand manager on linkedin Like you could create a whole viral movement Do you think consumers give a shit I mean commodity No no no I think consumers give real shits now I think 10 years ago consumers gave no shits 20 years ago consumers gave no shits now better whether that's healthier better for the environment better for your better for it to be stable But go to the consumer side that then says then you create a website that has like 80 of your fa if you came out and said 80 of our favorite brands that we would love to see our cans and you have a fucking logo of like whatever brand And then I literally a URL to the linkedin of the brand manager of Dr Pepper or fucking Corona or whatever the fuck you could create a whole swell because at the end of your Tik Tok you're like by the way link to link to the people that can help

you make this a reality in our bio ok Yeah And you know Corona and Dr Pepper they're too big to maybe give a shit But if you find some small mid size brands that are like would be iconic customers for you if they switched over in that sweet middle that'd be epic So I want to ask you if you have any advice for starting entrepreneurs who are just like also we need the time to develop their own that they gonna start their entrepreneurial journey and probably one of the most difficult environment that they have been like in the last decade Right Yeah But honestly it's not that difficult meaning it's to your point it's been one of the more difficult ones in the last decade because the last decade has been fucking fantasy land But the economy right now is much stronger than it was in 2008 and nine It's much stronger than it was in the late nineties Like you know like it's much stronger So you don't want to get caught in the delusion of like what's happening which is everyone's lost context of a 50 year window Like yes if you compare it to four years ago it's harder but it's way easier than it was in 2008 and nine It got real bad Like people are losing jobs like people are unemployed right now People are just dealing with inflation but that's more talking that's almost more just people aren't capable of managing their own money Yeah You know what I mean It's not like you don't have a job It's just that you continue to have four streaming services when you're living paycheck to paycheck and maybe two would be OK like Netflix and Hulu is OK You don't need fucking HBO Max putting it into perspective Yes So that's the reason that's good is now you're like OK wait a minute because now it's like e even though you're like I'm up for the challenge it's like oh shit it's tough It's not really tough Like it's actually shit I I would actually argue it's way easier with the way social media is what they weigh information is Like it's never been easier to be an entrepreneur even in this softened economy Yeah because the ease of the tools and the costs associated with the opportunity are outpacing the difficultness in the market Yeah that makes a lot of sense What is something that most people in this day and age is like kind of blind to like something that you're seeing that's obvious to you But that other people are just not seeing at the moment that people's entitlement is destroying their happiness I just don't understand how we got into this place where everyone thinks everyone owes them something It's true And I kind of when you say that I also just kind of feel guilty about it because I know that I have some of that as well By the way all of us do you can't be a human being without expecting things from your parents Yeah But boy oh boy does that lead to unhappiness What is your take on uh you know how everyone's expecting your crypto crash and just

generally the crypto market What's your take on that I mean I think it already corrected in a meaningful way Right Things are down quite a bit I believe You know my take I made very public a year ago and further back of 99% was gonna go to zero because I thought there was too much greed but the macro is very real And I think over the next 3 to 5 years um Blockchain technology will be a meaningful part of our society And how would uh are we able to see more integration of A I into NFTS What's your take on A I and NFTS like combined I think A I is gonna be a part of everything It's uh like an oxygen technology It's a utility to make things more efficient So yeah I mean to me the creation of NFTS will be A I potentially the scripts that are written for the narrative I mean there's so much that A IA I is like saying computers like we will do you know it's like it's like 1980 And you're asking do you think uh computers will integrate with my pavement company I'm like yes and 40 years later we have websites for every pavement company and people process their billings through a computer like A I is just gonna be omni it's a it's a thing It's like of course you will like it's like a tractor or like a calculator or like a marker anything that makes humans lives more efficient Um We will do electricity like we will do it and A I will make a lot of things more efficient in our society Perfect great answer Thank you Uh My last question is since we're a meditation based project we actually do guided live meditation on all of our social media every weekend Uh What's meditation to you And like if you practice this how do you practice it And how would you how are you mindful of things And how would you ask other people to be mindful I think everything I just heard is full commitment to gratitude I feel like I meditate every day though I don't actively meditate the way the world speaks about it And the way I do that is by leaning 100% into gratitude by being grateful for what I have versus anxious or unhappy for what I don't have It keeps me in a steady state of contentness that I wish for the world Hey Gary I wrote about company culture the culture advantage And I look at why culture is so important innovation why companies need to focus on it And that's my message The question I have is how do I get that message out there What communities and where do you find people who care about company culture linkedin I think you should produce unlimited amounts of content on linkedin I do it every day I get feedback from it every day The problem is is not where are they are people disciplined enough to spend a decade making content every day at scale and building community every day at scale to have a big enough audience to find audience II I think it is just completely forgotten What is it 2023 I have made content at scale and

have engaged with people at scale I went from 2006 to 2011 with not going to sleep until I emailed back Every person that emailed me I've been making content on the internet every day at scale for 17 years This is not Where do you find the audience What should be popping out This is I don't want to do it for 10 years hard every day to get to a level that seems cool and cool being like financially viable And so I think the answer is linked in the question is does one have the bandwidth the talent the conviction and the patience to do it at scale for 10 years to get to a level I don't know